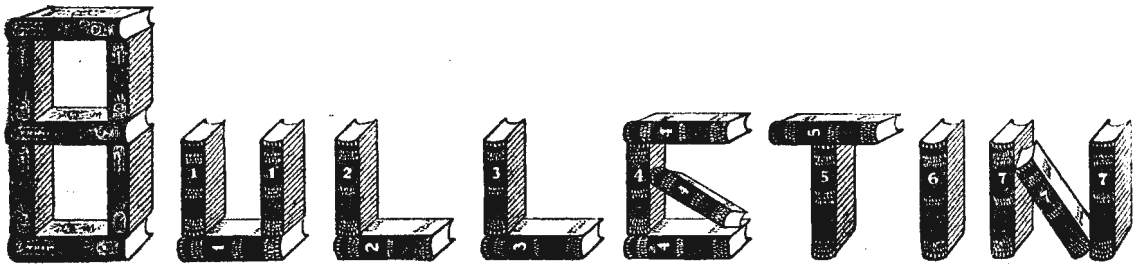


January 1, 1928

A GLIMPSE AT A BUSY CHURCH

"Your obedience is come abroad unto all men. I am glad therefore on your behalf; but yet I would have you wise unto that which is good, and simple concerning evil."

—Romans 16: 19.

The point of this statement of the apostle to the church at Rome is somewhat missed if we separate it from the context; for the sixteenth chapter of Romans is one of the great service chapters of the Bible.

The Apostle Paul knew the workers of the church at Rome by name. He could and did send his regards in this one chapter to Phebe, Priscilla, Aquila, Epænetus, Mary, Andronicus, Junia, Amplias, Urbane, Stachys, Apelles, Herodion, Tryphena, Tryphosa, Persis, Rufus, Asyncritus, Phlegon, Hermas, Patrobas, Hermes, Philologus, Julia, Nereus and his sister, and Olympas and the mother of Rufus. Thus twenty-five are actually named.

Special Mention for Faithfulness

Paul particularly mentions the class which met at the home of Priscilla and Acquila, the households of Aristobulus and Narcissus, the brethren that were with Hermes and those that were with Olympas; and he does not forget to note the particularly good service records of Phebe, Priscilla, Aquila, Mary, Urbane, Tryphena, Tryphosa and Persis.

Then he invites the brethren to mark them which cause divisions and offences, declaring that "they that are such serve not our Lord Jesus Christ" but their own interests; and he concludes with the words of our text.

The gist of the matter is that the apostle was a human being and realized he could not do everything himself, but needed and appreciated the intelligent and sympathetic and aggressive cooperation of every member of the Roman church. He wanted the workers to know that not one of them was unnoticed, and he was not willing that those who had been most active should be deprived of the special encouragements which were their due.

Those who were unwilling to fall in line with the work which he had outlined for the Roman church were not to be pampered. Rather they were to be ignored, and if they tried to make any trouble in the ecclesia they were to be shunned and avoided. It would be for their good and for the good of the whole church. But the obedient ones were commended. The apostle was glad on their behalf because they were truly wise with the wisdom that comes from above.

METHODS OF WORK

Almost all workers in actual service are of one mind regarding the work of the future. They foresee a great distribution of the message of truth. To what extent the message is yet to be given to the people workers, we believe, can best judge. They know how much of the territory has been reached, how many homes they called upon where they actually met the people, and how many homes are yet without our literature in their territory. In order to provide for this increase in the work the Organization Method was altered. It now provides a plan that can be used as a general procedure for the conduct of the work throughout the world. The Organization Method as revised is a method for *action*. It does not contemplate holding the work within certain bounds. Rather it aims to provide that freedom of action that must be accorded all who are forging ahead. It defines certain features of the work that must be cared for in order that the work in each locality may be a unit, complete in itself. The spirit of the new Organization Method is that of creating joint responsibility for the work, a responsibility shared alike by the members of the service committee and all the workers in the class organization.

Time Principal Consideration

Workers engaged in the service have a certain amount of time to devote to witnessing. The Organization Method shows the importance of using time put into the service to the very best advantage possible. Time is really the principal consideration. If it is employed well, it will produce more. If it is not, great results can not be expected. In every plan of action workers should consider the amount of time that will be required to do the work and should allow sufficient time in which to do it. If at times it seems advisable for workers to consider witnessing in some manner other than canvassing from door to door, the deciding factor should be the extent to which any other distribution will interfere with the house to house canvassing. Advertising literature of one sort or another is one of the things that use the time which could be employed in canvassing. Trips to isolated territory of a class assignment should also be regarded from the standpoint of the time it takes to get there; and in working such isolated points it is of more advantage to use a canvassing party than for individuals to attempt to do the work alone. These considerations are among the important things for workers to take into account, when any plan of action is brought to their attention by the service commitee.

Committee Formulate Plans

The service committee is charged to formulate plans that will adapt the instructions sent from this office to the conditions in the territory assigned to the class. The service committee will discuss ways and means of procedure, how the time should be employed in putting the plan into operation and what will be required to make it the best and most successful campaign in witnessing that the class has yet enjoyed. The service committee will bring this plan to the attention of the workers at the workers' meeting. This meeting should be set aside for a discussion by the workers; and it is here that we wish the workers to take an active part, especially along lines that we have recommended regarding watching the time and also bringing to the service committee that close touch which workers have with their territory. Draw the committee's attention to the circumstances in which you will have to work, the attitude of the people toward the message, the amount of time that you can give to make the plan work, etc. Such discussion should be constructive, it should be in the way of suggestions that will make a plan a success rather than suggestions of an entirely different method of procedure.

Method of Organization

We believe that the Organization Method covers quite well all the points of organiza-

tion; and now it remains for the workers to use it and make it produce that which is intended. Oftentimes there occur at such discussion counter-suggestions by workers, some that are new but oftentimes more novel than new. Though there may not be a general decision against the method, there is too often a recommendation to "try it anyway and see how it works". Workers will try this method, and then another and another, and consequently are not enlisting their wholehearted cooperation in any plan. The work so far as they are concerned has become an experimental one rather one of driving ahead and getting results. The committee must have your suggestions, those that will harmonize with instructions sent from headquarters office. How to make those suggestions work is what the service committee needs from workers.

Final Plans Supported By All

We believe that one meeting is ample to discuss any plan sufficiently to bring it to a final vote. After the plan has been discussed, it should be submitted for the final approval of the workers; and we recommend that all who are to participate in the service should vote upon the plan. This vote need not be limited to the workers who have been in the service in the past. It should include the vote of everyone who will lend his efforts in actual field work to make the plan a success. If there are two proposals made, all who vote, regardless of what plan they vote for, should be prepared to lend their wholehearted support to whatever plan receives the majority vote. This is what is meant when the Organization Method makes the distinction between votes by members of the ecclesia and votes by the workers. All who will participate in the work should have a vote, but this participation should be more than that of an advisory capacity at a workers' meeting. Participation means active engagement in the field work. Each class should have a quota or an estimate of what they expect to distribute in books and booklets for the year, and we recommend that additionally each worker assign himself an individual quota.

Method of Establishing Quota

As to what this quota is, no one need know except yourself and the Lord. For the guidance of the director we recommend that he have the advice of the workers in setting the class quota. One way in which he might ascertain what the class quota shall be, would be for each worker to place on a blank piece of paper the number of books and the number of booklets set as each individual quota. Omit any signature or means of identification, hand the slips to whoever will collect them at the workers' meeting. When all slips are received from all the workers, the total will indicate what the class will attempt to distribute during the year.

Cooperation Essential to Success

The director needs your support. He needs your advice and your cooperation. His duties and the duties of the other members of the service comittee are to coordinate the activities of all so that the work will be a success. Whatever plans the director and the service committee bring to your attention should be accepted by the workers as merely the director's discharging of his responsibility to you of accomplishing that which you, the workers, have set to be done during the coming year. Oftentimes he will have the thankless duty of informing the workers' meeting that they are behind in their work, that they must catch up, that things are lagging, that there is too much individual work and not enough team work. The director does not mean to rebuke you. He is merely telling you of conditions, and it is the duty of the workers as a whole to correct these conditions.

Some classes have auxiliary colporteurs and class colporteurs working in their assignments. These have special rates because of the amount of time they can give to the work; but they are in no way separate from the class organization, nor are they individuals who are working alone. They must work

in cooperation with the rest of the workers and bring their efforts under the supervision of the director and other members of the service committee.

Credit

The Society has arranged to extend credit to classes for repeated orders of books, that is, books and booklets that are used in service work. This credit does not include hymn books, Bibles, *Watch Tower* and *Golden Age* subscriptions, etc. This office has also directed the stockkeeper to extend to the workers greater liberties in the way of credit. If you are in need of books for work, draw upon the credit that the Society has extended to the class. As soon as the books are sold, remit to the service treasurer. Naturally this extending of credit will require that the service treasurer remit more frequently to this office. We have asked him to remit more than once a month. You will help to advance the work here by making your remittances to him as soon as you sell the books you have on credit.

Reporting

Reporting is another feature in which the director needs your prompt cooperation. To know the great extent of the witness is always encouraging, but this information can be had only by taking the time to report. We have asked directors to get reports here promptly; and, in order that we may insist upon promptness, we ask the workers' cooperation in getting the reports to the directors. It is important to know the lines of battle in order to see the effects and what has been done month by month. Reports from the field give us that view of the field as a whole, and we in turn can pass it on to you for your encouragement.

Coming back again to the question of time: Aside from the time you set for work with a canvassing party we recommend that you undertake a personal assignment of territory, this assignment to be worked days when you have some time for service, be that time only an hour or an hour and a half throughout the whole day. This employs some time to good use, and it will keep you in touch with the field and in training with your canvass so as to warrant best results when you go out in canvassing parties.

Checkups

Canvassing parties will probably be arranged for more often than they have in the past and we urge that on such occasions all who are in the canvassing party take advantage of quick checkups. If the party is working in the morning, have by previous arrangement a corner set apart where workers can meet for a five or ten minute checkup on results, quickly giving to each other methods of approaching people and profiting by the checkup will, no doubt, bring better results The remainder of the morning after this checkup will, no doubt, bring better rsults to all. This five or ten minute checkup will allow workers to report on the attitude of the people, aiming to see that greater gains can be made than the first hour or two of work has accomplished. In a day's canvassing such checkups should occur at least in the middle of the morning and the middle of the afternoon; and in addition the noon hour should allow for general conference of the workers while they are enjoying their noon lunch. Such methods, we believe, will bring the most profitable results for the time that you devote to the work. In closing we would again repeat that the time you can devote to the service and how it is occupied is the principal consideration for workers.

Trusting that the coming year will present results far in excess of what you can foresee and estimate, we are

With Christian love,
Your brethren in the King's service,

Watch Tower Bible & Tract Society.

BULLETIN

MARCH 1, 1928

WHAT WE DO

"Whatsoever ye do, do all to the glory of God." (1 Corinthians 10: 31) "Whatsoever ye do, do it heartily, as to the Lord."—Colossians 3: 23.

WE FEEL sure that quite a number of the consecrated have an incorrect idea as to what was meant by the apostle when he wrote the two statements quoted.

Recently a brother gave us the above statement from Colossians to sustain him in his position of spending practically all of his time at the barber trade. Both he and his wife are young, reasonably able-bodied, live in a nicely furnished flat, have an automobile, and no children. He said he was doing all his barber work "heartily, as to the Lord". Of course he's mistaken in his thinking that Jehovah is at all glorified in the hearts and minds of people by shaving their faces and cutting their hair; or that the Lord would accept such as hearty service unto himself. The apostle was writing about the conduct of Christian slaves toward their owners and this has no application whatever to these two young folks who could just as well spend all their time in the pioneer colporteur work, witnessing that Jehovah is God.

In the first above-quoted scripture, Paul is outlining the proper attitude in matters of eating food offered to idols, drinking wine, or any other conduct when some Christian fellow guest is present whose faith is weak. In the verses following he writes that in the things he was doing, he was not aiming at his own profit, but at that of the many in the hope that they might be saved. That would be glorifying the Lord.

Really Glorifying the Lord

There is no foundation in the Bible to uphold those who think they can drive along at almost any kind of work, and that so long as they attend class meetings and give a few hours a month to the witness service, the Lord will count all they do as unto him. Of course there are those who must work at some outside business to provide for their families, where there are minor children, or other Scriptural obligations. Nor is 'providing for one's own' nearly as broad an obligation as some interpret it, who include uncles, aunts, mothers-in-law, parents, nieces, brothers, etc.

What a wonderful year 1928 would be in glorifying the Lord if every one of the fully consecrated would make 'witnessing that Jehovah is God' his very own business for the year, giving to the service as many weeks, or days each week, as could possibly be squeezed in. Let us, dear brethren, treat the service really as our own, which it is.

METHODS OF WORK

A WIDE response has been received to the request for suggestions regarding IBSA Week, and, in accordance with the recommendations from the field, two weeks have been set aside as IBSA Weeks during 1928, the first being May 13 to 20, inclusive, and the second August 26 to September 3, inclusive.

The purpose of IBSA Week is to give a world-wide witness to the work that the International Bible Students Association is doing; and that work is witnessing that Jehovah is God, that his kingdom is to be established upon the face of the earth, and that his King is present.

Witness to Be Wide-Spread

In order that the witnessing during IBSA Week might be scattered as widely as possible, our recommendation is that the work be carried on in as many towns in the territory as it is possible to reach. Canvassing parties of two individuals each would enable most of the classes to reach the majority, if not all, of the different towns assigned to them. We do not recommend that any one town be worked completely; but what work is done should be carefully noted so that work later on in the year will not cover the same territory, in order that the unworked portion of the town may then first be canvassed. Rather than concentrate all efforts in one city and work that city quite thoroughly, the plan is to witness in as many localities as possible and select in each town the portions that will gain the most attention.

We recommend that particularly the business sections of the towns be canvassed, and, in instances where there are factories, that workers canvass the men during the noon hour, and that the afternoon work be in the more thickly populated sections of the towns, where the greatest number of calls can be made in the time devoted to the service.

IBSA Week will be carried on in every country on the face of the earth in which there are witnesses for Jehovah and in all the languages in which the message of the truth is to be had.

Effective Combinations

Book canvassing is the principal work for IBSA Week. We urge that all workers canvass for a combination that contains at least one bound volume. We especially request that no worker confine his canvassing to booklet combinations. The book combinations that workers should offer are:

Combination of nine volumes, consisting of *Creation, Deliverance,* and *Studies in the Scriptures,* at $3.00;

Combination of three volumes, consisting of *Creation, Deliverance* and *The Harp of God,* at $1.18;

Combination of two volumes, consisting of *Creation* and *Deliverance,* at 78c.

Workers are at liberty to add whatever booklets they wish to the combinations above recommended, particularly trying to include in whatever offer is made the two new booklets, *Prosperity Sure* and *The Last Days.* Of course there are occasions and circumstances which govern the canvassing with any of the combinations above recommended.

Combination for Back Calls

During the first IBSA Week we believe it would be better to confine work with the $3.00 combination to back calls, or especially offer it to people who you know already have *The Harp* or *Deliverance.* Some territory has been thoroughly worked with *The Harp of God.* In such territory confine the canvass to the 78c combination.

Our records indicate that about one-half the territory was covered last year with *Deliverance.* In such instances it would be well to offer *Creation* and a number of booklets.

Advantage in Knowing Territory

Workers should report to the director the names of the different towns in which they have canvassed during the last year. Workers, no doubt, can recall in what homes they sold books; and much time will be saved if workers will canvass the same territory and offer to such people the books that the worker knows they do not have. In this canvass make no mention of the book or books that they already have, as this often reminds them

that they have something that they have not read, at least not completely, and to think that it is not necessary to purchase anything additional. We have asked the directors to cooperate by furnishing the names and addresses of the homes in which books have been placed. We trust that the workers will cooperate in the work in the way suggested.

For those workers who can not engage in the work during the daytime, during IBSA Week, we recommend that they particularly undertake to make back calls with sets of *Studies in the Scriptures* in the evenings, and that they go to various towns in the territory rather than concentrate their efforts in one or two of the larger cities.

In order that the best results may be obtained from the time and effort put into the work during IBSA Week, preparation will be necessary. Therefore, during the coming months endeavor to get into the field service each week. Get well acquainted with what the people are interested in, what issues occupy their minds, how they can best be reached and what most effectively interests them in the books.

Prepare Yourself

When you come together in workers' meetings, note particularly the points that are bringing the best results; then try these points the next time you go into the field, not necessarily following a verbatim canvass but using the points that a successful worker makes mention of and, of course, using them in your own way. Thus, by IBSA Week in May you will be able to take the field with a canvass well in mind that is short, pithy and to the point, and that wastes no time; for IBSA Week is to reach the greatest number of homes possible in the time put into the service. At such homes where you call, when the talk lengthens itself to a discussion of texts or opinions, endeavor to withdraw by making an appointment for a later call. There will be ample time throughout the summer to allow for talks with the more interested. IBSA Week is to bring to the attention of the greatest number of people the message of the kingdom.

The Purpose of IBSA Week

Hence, in your work, keep in mind the purpose of IBSA Week, which is to call at the most homes possible and to witness to as many people as possible in as many different towns as it is possible to work in. If business sections are very small and are quickly worked, complete them in the morning and give attention to some of the other sections of the city, and then proceed to the nearby towns for work in the afternoon. Where business sections are large, cover the business section in the morning, the mill or factory workers during their noon hour, and the more thickly populated parts of the city in the afternoon. In this way you will have witnessed to all sectors of your territory during IBSA Week.

The work of the International Bible Students Association will be under discussion not only in one community but in practically every small community in the class assignment. This is the sort of witnessing that IBSA Week is to do.

Foundation for Summer's Work

We trust that IBSA Week during May will do much toward opening the work for the summer months and that your efforts during IBSA Week will be entered into with such study and forethought as is necessary in laying plans for greater activity throughout the summer. Especially keep in mind that greater results will be had during the summer if people know something about your work. If the books you place or the message you leave with those whom you canvass impresses them favorably, they are going to make mention of the message to their friends; and their friends will be anticipating your visit and will be in all the more favorable and receptive mood to hear when you do call. Lay the foundations for your summer work during IBSA Week.

The Lord Can Use Each One

As the weather is getting more fair the friends are all eager to spread forth the message. One of our sisters is deaf and dumb. Sister Poggensee and this sister worked one

street in the business district. The deaf sister sold 107 booklets in five hours.

J. F. POGGENSEE.—*Bremerton, Wash.*

Present the Sets

My experience in this county has surely been unusual. This is practically virgin territory. Very few have our books.

Looking back, I can now see that in many cases I could have as easily placed sets of nine volumes as combinations of two. Yesterday an old lady, after drinking in my message with evident appreciation and buying what I offered, asked me what success I was meeting with here. When I told her of the favorable attitude of the people, she replied, "Well, I would think so, for we are feeling a need of just what you have."

In my work in this county, I have seldom referred to the unfaithfulness of the clergy, for the necessity has not arisen for it. My failures in placing volumes have been due to cares of this world or love of pleasure rather than love of sects. On all sides are evidences of readiness to accept evident Bible truths. Hundreds in this county have sent me on my way with sincere wishes for the success of this work. I could have placed three or four times as many books as I did, had I been able to carry them.

OTIS BOWMAN.—*Colp.*

People Appreciate the Truth

Glad to report that many tell me: "This is the only sensible thing. I don't belong to anything, but am nearer a Bible Student than anything else." This sentiment was met in six places we called on in the outlying store district and we sold all a combination including *Creation*. All in two hours. Was out today (Sunday) and found three parties who had taken recourse to their stores for quiet to read. One was in an artificial leg and arm company, another a garage man and another a youth who was working to get an education. Sold them all. The first one said: "This isn't Ingersoll or Evolution? I just won't read that kind any more." When told it was pure truth without a string to it, he took the books at once.

JOSEPH GRIEG.—*Colp.*

Mention the Radio

In a recent letter to you I lamented my inability to sell sets of seven volumes. However, I knew they could be sold, and I applied myself earnestly to fitting myself for success with them, by diligently reviewing their contents and continually asking the Lord's assistance. I did not feel that I was yet qualified, but finding I was almost out of books (my order not received yet), I had a case of sets shipped from home. To my great joy, I find that I *can sell sets!* And over and over again I have been told, "You must sell many of these, for I should think everybody would want them." The joy of being used thus of the Lord is just inexpressible!

OTIS BOWMAN.—*Colp.*

Last week I canvassed the banker at Blanche. He said he was not the least bit interested in any kind of Bible helps, that he had more of that stuff at home than he could ever read. As a last resort I tried to sell him the *Hell* booklet. When he saw that it was printed in Brooklyn, he said: "I heard a lecture from there once." I asked him if it was Judge Rutherford. He said: "That's the man, and I heard him from Toronto, too." He said he liked it fine, and bought *Deliverance, Harp, Creation, Hell, Where are the Dead, Our Lord's Return* and *Freedom*. This is the first time the radio has helped me in placing books and I was very much encouraged. I get tired asking the people here if they get any of our programs.

ISOBEL FOSTER.—*Fayetteville, Tenn.*

May this united effort be a witness to the people of your territory of the message of the kingdom, and may it be a testimony of your love and devotion to Jehovah God.

You are assured that your efforts will be remembered by all who will engage in the work during the week; and from this we trust that your confidence and boldness will be great as you go forth representing the message of the kingdom.

With Christian greetings, we are

WATCH TOWER BIBLE & TRACT SOCIETY

BULLETIN

APRIL 1, 1928

WHAT OFFEREST THOU?

"Cursed be [he who] . . . voweth, and sacrificeth unto the Lord a corrupt thing. If ye offer the blind for sacrifice, is it not evil? and if ye offer the lame and sick, is it not evil?"—Malachi 1: 14, 8.

TO MAKE a covenant with God and carry it out is the most serious piece of business in which any human being can engage. To the Christian it means eternal life or eternal death. Yet how many, apparently, there are that fall into the same listless or selfish attitude toward God as did the Israelites. All of the consecrated ones at this time have made a vow or covenant with Jehovah to do his will. His will for his people is expressed in his book, the Bible. Many scriptures have been called to our attention in *The Watch Tower* during recent years proving unquestionably that the only reason Jehovah has his saints on earth at this time is that they may be witnesses that he is God. That is God's will for us. To spend our time, efforts and strength somewhere in the ranks of the Devil's organization so as to have our own home, money on tap with the bank and all the comforts people enjoy who are not consecrated would make us as guilty as the priests among the Israelites. Any old, blind, lame, or sick animals they couldn't use very well for their own comfort, they tried, in their offerings, to palm off on God Almighty. But any one who does that is fooling only himself, and it may result in eternal death. "But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you."—Matt. 6:33.

To do nothing more than attend meetings for the comfort of mind and joy of heart derived therefrom would certainly not be witnessing to the people that Jehovah is God, that Jesus, the King of earth, is here and that the Devil's organization is to be destroyed. On the contrary, it would be a selfish course, taking the kingdom interests committed to us and using them solely for our own enjoyment. Some figure, of course, that any time they can not use for their own comfort, they may use in a service drive occasionally. But that in our judgment, dear brethren, would be exactly what the Israelitish priests did when they offered to God only the left-overs, that for which they could not find any use for themselves.

Not so, however, with David, king of Israel, the man after God's own heart, when Ornan offered to give him animals and material for offering unto God. "Nay," said he, "I will verily buy it for the full price: for I will not take that which is thine for the Lord, nor offer burnt offerings without *cost.*" —1 Chronicles 21: 24.

METHODS OF WORK

What results do you expect to get during the summer? Each worker, in answering this question, will necessarily have to state the exact amount of time he expects to devote to the field work during the coming months. There is certain territory that is accessible during the next six months that is difficult to reach during the other seasons of the year. We refer to the towns that lie quite a distance from your class, the rural sections. This territory we must break up into six divisions. For instance, April will be the most favorable time to reach the towns directly on the railroads. May is the time to reach the larger towns, and especially the scattered parts of city territory. June with better weather brings better roads. To work the farms, it is necessary to obtain automobiles; therefore we recommend that the friends use the amount of money which they formerly spent in holding public meetings, hiring halls, paying for handbills, etc., to hire automobiles for Saturday and Sunday work. July is an excellent time to canvass the farmers whose farms lie way back from the main roads; also summer resorts, amusement parks, automobile camps, etc. August is the time to go over all of this territory, and especially to re-canvass the summer resorts, for each new month brings new visitors. September is the time to close in toward the city territory, and especially to work those towns in which large public schools are located. Stress in your canvass that education in an understanding of the Bible is neglected in all school and college courses.

Six Sections to Be Considered

In dividing your summer work, it is necessary to remember that there are six different sections to be canvassed, and too, sections of as many different conditions as well as make-ups of people. In the letter of instructions to directors we have gone into some detail as to how to plan the work of each month. We urge that you endeavor to have some part in each division as above set forth. Rural sections are practically untouched for six months. It is possible to reach every home in your class assignment at least once each year, and for the most part, twice each year. To do so requires that each worker make about twenty-five calls a week. Holiday canvassing and Sunday work allows time in addition to your regular canvassing, and with this extra amount of effort practically all classes could canvass their rural sections twice during the summer. The first canvass will place many books, especially if you are directed to the territory when the people have money. The second canvass will reach those who were unable to buy though knowing that they should have literature and who since your first canvass have made a mental note that they would get those books sometime.

Appreciates Worker's Service

More and more do we find people appreciating the services of the workers and no doubt many regard them highly as indicated in the following letter.:

"Yesterday a lady told me that she would never forget my little visit, that she would remember what I had said as long as she lived, and that just as soon as she could she would have those books.

"Today a very smart man followed me to the door, after taking a combination of the *Harp, Deliverance* and *Creation,* and said, 'I've enjoyed your little visit so much. I'm very glad you came.'"

AGNES B. GODDARD.—*Springfield, Mass.*

Offer Books

The work last fall with the *Freedom* booklet reached many homes that have not been reached with the canvass for the other publications. Let the work of the coming summer be with books. If you have difficulty in selling books and think that you can sell only booklets, leave all of your booklets at home once or twice and sell only books until you get the habit. Then you will more easily sell books and maybe one or two extra booklets at the same time. Since the people have had a taste of our literature in the *Freedom* booklet, they will want the books. From the point of service we urge the workers to offer books, the best literature that the Society has, and let the people choose what they wish. This is a better procedure than for the workers to decide what the people should have or read.

During April and May there is a tendency throughout this country toward unemployment. Factories have been running preparing goods for summer sale, and other factories dependent upon the farmers have not become active. Do not be discouraged, how-

ever, because of the seasonal unemployment. Emphasize that the books are more necessary than much of the temporal necessities. Bring home to the people the full meaning of the Lord's words, "Man shall not live by bread alone." Emphasize that pleasures of this life and the abundance of its good things do not bring to them the contentment of heart and mind and comfort contained in the message of the kingdom. We think that you, too, will find conditions much as outlined in the following letter:

The Bread of Life

"It is indeed remarkable how the people manage to get some of the literature in spite of the hard times being experienced here in the coal fields this winter. I get into many homes where the people are really suffering for need of food and clothing, and in such cases, if they express any desire for the message, I usually give them a booklet of their choice.

"Saturday afternoon I worked in a section of the city which I dreaded going into most of all. It was composed chiefly of Irish Catholics. I was canvassing right around one of the big shrines where the true God is not being worshiped. It was very cold, but I got inside often enough to keep fairly comfortable. By the Lord's grace I disposed of thirty-seven books and booklets and had several *very* encouraging experiences. I felt repaid a hundred times for the apparent extra effort required to get started that day.

"On Sunday I was out a few hours working in a short block which had been canvassed only a few months ago for the booklets, and to my surprise I placed one full set of seven volumes, three *Creation,* two *Harps,* one *Deliverance,* two *Hell* booklets and one *Lord's Return.*"

A. K. SMOKER.—*Hazleton, Pa.*

Plan Well for Sunday Work

Sunday work during the coming six months should be undertaken in much of the well-planned fashion as already outlined for the summer work in general. Territory conditions differ. In some sections of your territory, morning work is most advantageous; in other sections, late afternoon and evening work will bring the best result; and in still other sections, particularly where they are given to inviting friends from the city, work immediately after dinner will bring the best results. But, taking everything into consideration, Sunday is one of the most opportune times for canvassing. It is certainly the time when most of the friends are available for service and, consequently, well-directed work on Sundays is sure to reach a great number of people. Plan the Sunday work during the summer months in the rural sections, and recognizing that the day is the Lord's day, bring to the people a message that will help them. Oftentimes Sunday morning work brings you to the people before they get to their churches, and the money that they intended for the collection box is spent for a message that will endure and benefit them.

Sunday Evening Calls

Sunday evening work is frequently the best time to reach the rural. Particularly is this the better time during the heavy harvesting season; for, though farmers will go to the fields on Sunday, they make it a habit to quit the field earlier and go to their homes for the late afternoon and evening. It is then that you will find the farmers near the houses. If then, in your territory, the best results are obtained Sunday morning and late Sunday afternoons, probably arrangements can be made to hold the class meeting out in the open. Workers could take their *Watch Towers* with them and assemble at a given place for the study meeting and then go to the field refreshed and invigorated and stimulated anew with the message of the kingdom.

Vacations

The coming summer months will bring vacation periods. If you plan to spend your off time at home, consult with the director about territory. Tell him your choice of territory, or that section which would bring to you the most diversion and recuperation. If you plan to go to other cities for your vacation, write the service department and serve in connection with other classes. This will enable you to go back to your own class with additional ideas and thus bring to you viewpoints and methods as applied in other parts of the field.

Plan to make the coming summer months one of the greatest witnesses for the truth in your territory. Plan for the time you will engage in the service each week. Plan to make your efforts the most productive. With

such forethought all of the rural territory assigned to the class can be reached at least twice during the coming summer. In your workers' meetings keep ever to the front the progress that is being made, for worker cooperation will accomplish a great and wide witness.

"We find Sunday to be our best day now, for the people seem to be looking more for entertainment, have more time, and also the subject seems to fit the day, besides finding the men home. These are the ones that seem to be doing most of the buying.

"I only wish that I could go faster and reach more people, for I find so many who are so hungry. No wonder we have a lot to do, when we realize that the remnant is the mouthpiece for the whole body at present. No wonder our great Father, Jehovah God, provides such complete protection, for there is not a stone left unturned by Satan to stop this great proclamation of 'Who is God?'"

AGNES B. GODDARD.—*Springfield, Mass.*

Workers' Meetings

Workers' meetings are very essential. We find that workers' meetings are not being held because the class feels that they can not meet more often than they are already meeting. In such instances we urge that the workers' meetings be held Wednesday night, preceding the testimony meeting. If about forty-five minutes or a half-hour could be devoted to a discussion of canvasses, and of ways and means of service, workers would soon realize the profit from such meetings in better results obtained in the field. We therefore urge that workers arrange for a service meeting before the prayer meeting and, if necessary, extend the time of the Wednesday evening meeting to an hour and fifteen minutes or an hour and a half; but for the most part this extension of time will hardly be necessary. Too often testimony meetings are almost Quaker-like. There is too much silence between testimonies. If testimonies were brief and to the point, they could probably be given in fifteen or twenty minutes and the remainder of the time devoted to the workers' meeting. The workers' meeting is for the purpose of discussing the worker's part in the field work. The leader should always be a brother who is active in the field work. The director should appoint the leaders for workers' meetings. The leader should draw suggestions from the workers as to how to go about the work. He should arrange for one worker to canvass another and the others to note the points emphasized; and from all of the points mentioned, to take note of the many talking points of the books and construct their canvass out of the points that are found to bring the best results.

One workers' meeting each month should be concerning the quota and the plans for service. Every workers' meeting should announce the plans for the week-end work. The second meeting of the month should discuss the plans for work as outlined to the director in the letter of instructions from the Society and as covered in the workers' *Bulletin*. The third meeting should be devoted to canvassing methods, talking points, the people's interests, etc. The fourth meeting should be a summary of what has been done during the month. At this meeting reports should be made as to whether the class is going to reach its quota for the month. It should also bring to their attention what hindered them from doing as much as they planned to do, consequently, what additional effort will be necessary in order to accomplish that part of the year's work that was assigned to be done during that month.

An hour's time is not too long to devote to such consideration of field work, but it should be kept to the discussion of ways and means. The workers' meeting should not be taken up in elaborating what the worker said and what the other person said in return and what the worker said back. Rather it should discuss plans and ways and means of witnessing to the people in the territory assigned to the class.

May the Lord bless you and direct your efforts to make known the blessings of the coming kingdom and to tell the people that 'Jehovah is God'.

Your brethren and fellow servants in the Lord,

WATCH TOWER BIBLE & TRACT SOCIETY

BULLETIN

May 1, 1928

CONFESS WITH THY MOUTH

"If thou shalt confess with thy mouth the Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved."—Romans 10: 9.

THE Apostle Paul, in the tenth chapter of his letter to the class of consecrated ones at Rome, argues as to the necessity of witness work on their part in order to be faithful to the Lord and to be saved. He climaxed his argument by quoting the Prophet Isaiah, who had written: "How beautiful the feet of those proclaiming glad tidings of good things!"—Romans 10: 15, *Diaglott*.

We know of some who have the thought that the mere statement of belief on the Lord Jesus, made before some brethren at the time of baptism, is all that Paul had in mind, but a careful study shows that such was not the argument at all. "How shall they believe, where they did not hear? And how shall they hear without one proclaiming? And how shall they proclaim if they should not be sent?" (Romans 10: 14, 15, *Diaglott*) "Ye are my witnesses."

Paul's own life, after coming to a knowledge of the truth, is the best proof of his argument. Was he content with spending an hour or two a week in the witness work and the bulk of his time with the Devil's organization? Not much! A brilliant man he was in the world, with a position of influence, wealth and ease at his command; but he considered anything the Devil's gang had to offer only a pile of manure compared with the privilege of proclaiming the glad tidings by word of mouth in going from door to door and from city to city. Here's his record: 'Many times in prison; five times whipped with forty stripes; thrice beaten with rods; once stoned; three times shipwrecked; in peril of waters; in peril of robbers; in peril by the Jews, by the heathen, in the city, in the wilderness, in the sea, amongst false brethren; in weariness, in pain, in hunger, in thirst, in cold and without clothes.' But never, after he came into the truth, did he give Satan's organization any of his time and strength. He would rather sew tents for a time when he ran short of cash than get out of the witness work by taking a permanent job. Paul was really in the truth. How gracious, dear brethren, the Lord is to us in our time! How convenient and easy he has the message prepared for us, as compared with the brethren of the early church, and still how comparatively few that, like Paul, make the witness work the chief business in life. If all the brethren in the truth would realize their responsibility, be satisfied with reasonable provision for their minor children and wife (the only Scriptural dependents), and spend more of their time in the canvassing work, what a wonderful and memorable year 1928 would be! How much more quickly the kingdom would be fully established!

We do not wish to appear as finding fault, but we would feel remiss in our duty if we did not call attention to the importance of the witness work at this time. Brethren, let's do it right, as Paul did.

METHODS OF WORK

IBSA Week, May 13 to 20, can bring the message of the kingdom to from 250,000 to 1,000,000 homes in the United States. We make mention of this great difference because the real attainment depends upon the time that each one of the consecrated can give to the service during IBSA Week. The plan for the first IBSA Week is to make the work a wide-spread witness. We should like each class to work in practically all corners and parts of their territory. Many people reside in small towns and rural districts. In the towns they group themselves along business streets, in factories or mills; in the city, in the thickly settled parts in which they reside. The work during IBSA Week should reach those parts of the territory where the greatest number of people can be reached in the shortest time. Some work should be done in each of the towns in the class assignment wherever this is at all possible. We have written the directors, giving a list of items that they should check np. We have laid emphasis upon planning the work to be done, and where it is to be done. We have asked each to get his plans in shape and then present them to the workers, and also to advise the workers how much time will be necessary in order to effect the witness.

As to some of the ways in which the workers can arrange time for the work, we suggest the following: Arrange home duties so as to permit frequent service in the field during IBSA Week. Join convenient parties. Daylight-saving time will be in effect, which places an extra hour for work at the disposal of the workers before dark. This hour can be used in the service, particularly during IBSA Week.

Off Time. Probably a number of the friends, especially those who are paid on a monthly basis, or salaried people, can arrange to get an afternoon or a full day or two off for field work. Arrangements can be made so that all Saturday afternoon could be devoted to field work, thus enabling practically all members of the class to have a share in the work.

Sunday Work. Extra effort could be put forth Sundays, by arranging for canvassing parties to go to towns farthest away, especially to the parts of the territory that require much time to reach. Canvassing during IBSA Week could be continued throughout the entire day. Careful planning as to what you will do during IBSA Week will accomplish more than going "when you can". IBSA Week is important because the purpose of an effort so early in the year is to prepare the territory for work later on. The object for the week should be to get people in all parts of the territory talking about the message and thinking about it. See to it that after you leave, even in places where you do not sell, the people will feel much as expressed in the following letter:

"I called at another home in Greenville where the lady had purchased some booklets of me the year before. She said, 'Come right in, as I want to get some more of those books. I just enjoy reading anything the Bible Students put out, as it is so reasonable, and you learn so much about the Bible.' She bought the *Harp, Deliverance, Creation, Scenario* and some booklets. She expects to take the set and subscribe for *The Golden Age* later.

"I am surprised many times to see how many people wish me the best of success in my work, and say that they should think that I must sell a lot, as they think that most every one would want some of those good books. Even business men tell me that they are glad I have come to their town with good books to place in the hands of the people.

"I am particular to mention the radio, and find many people who are quite familiar with Watch Tower station WORD."

MRS. C. G. MORGAN.—*Alma, Mich.*

Even at the homes where you do not sell books, leave some idea with the people about the work of the IBSA. Leave them looking forward to learning more about the message, and also impressed so favorably that they are going to inquire of their neighbors whether you called at their homes and what they did

about purchasing. This stirring up of talk in the neighborhood is one of the surest means of publicity. There will be occasions when you will feel inclined to answer people in a very short and curt manner; but avoid doing so. Remember that they will buy some time and that it is your duty to see that they will always be favorably inclined toward the message. Such a course is sure to react in favor of the truth. The following letter is an example of just one such instance:

"I borrowed a *Harp, Deliverance* and *Creation* from my partner and canvassed the postmaster at P——, a station about a mile from D——. He bought them but seemed rather fearful of them and did not want any one there to know he had bought them. He is superintendent of the Sunday school.

"A few days later we made the same station on our way to E——. He came out smiling and said, 'I sure do appreciate those books.' He was so thrilled with the things he was learning from them that he could not talk about anything else. Others came up while we were talking and he told them about the books and some of the things they taught. He said, 'Judge Rutherford must be a wonderful man.'"

The next thing to give particular attention to is the amount of time you spend at each house. Keep always in mind the purpose of IBSA Week, which is to bring the message to the attention of as many homes as possible. Know that IBSA Week is not to allot an extra amount of time to any one town or home, but to bring the message to as great a number of people as possible.

Aim at work that brings results such as the following letter describes:

"The people, with but few exceptions, accepted our message gladly. We worked about ten hours in Ducktown and sold sixty-four bound volumes and a few booklets, and we were there just a few days before their payday. The books sold were *The Harp, Creation* and *Deliverance.*

"We worked about eight hours in Isabella and sold one hundred twenty-six books and booklets. Sold out each day before finishing the town, but had taken all the books we could manage."

PEARL MOBLEY.—*Etowah, Tenn.*

Another important thing to keep in mind is to go to the people when they can be reached. Business sections should be canvassed at that time of the day when the storekeepers are not busy. Offices and office buildings should be canvassed when the office workers are not so busy. An opportune time to canvass factory workers is during the noon-hour, and especially when they sit about eating their lunch. Also learn when the people are paid. Oftentimes the excuse of "no money" is a legitimate one and merely means that the workers should have called shortly after pay-day, when the people have money. The following letter emphasizes the advantages of reaching the people when they can buy the books.

"We are averaging about seven sales out of every ten calls, although at times it is only a five-cent book. We are doing better now than we have done in a long time. We find that where the books have been sold to the white people in the South they soon find out what it is and they give the books to their colored help. That is why I find so much interest among the colored people. We give two days to the colored people, and from five to six days to the white people, and find we are successful."

THOMAS J. SCANNELL, *Colp.—Ala.*

It is much easier for the people to buy when they have the cash than for them to give an order for delivery at the time they will have money. In fact, IBSA Week should single out all the opportunities of placing the message quickly, and the workers should go to the places where people congregate; for in this manner they can reach a greater number of people in the same length of time. The recommendations of the following letter are very much to the point.

"Our method of selling books, and especially the booklets, which the friends can use, but usually overlook, is to go to the laboring people at their marketing places on Saturday afternoons and evenings. They are usually paid on Saturday afternoons and then go to markets, barber shops, etc., and also have some leisure time and are thus in a receptive mood to hear and to buy. I offer this suggestion. Many of the brethren can

do this who are employed in secular work during the week. In one city (Charlotte, N. C.) a brother, who is a mechanic, and I went out and sold about a hundred booklets in this way after supper one Saturday night. There is blessing upon the head of him who sells this message to the people. (Proverbs 11:26)"

A. L. PASCHALL, *Colp., Fla.*

Preparation is a necessary part of the work for IBSA Week. It will mean acquaintance with the field and with what the people are thinking about, and will enable you to know how to go to them. Therefore arrange to spend some time in the service before IBSA Week, to brush up on your method of approach and your method of canvassing.

Canvasses. It is important to be up to date in what you say. Otherwise your canvass becomes singsong. Work up new talking-points. Make mention of things that are up to date. Be familiar with the books for which you canvass. Single out the talking-points of each book. See to it that no one talking-point is repeated in referring to the different books. Each book should have its own talking-points, and these points should be different from those of any other of the books. Draw attention to the illustrations and colored pictures and other features of the books that make them especially valuable. Workers' meetings present an excellent opportunity to find out what the other workers think about your talking-points. If each of the workers will tell what his individual talking-points are, it will bring to the surface other things than those which any one worker has thought about. The talking-points that should be adopted are the ones that bring results; and they bring results when they interest the people. Arrange for special workers' meetings that will prepare the workers for IBSA Week: meetings that will go over canvasses analytically with a view to finding out that which is best. Take occasion to canvass other workers. Particularly should the one being canvassed mention points aside from what he expects the worker is going to talk about in his canvass, so as to demonstrate to those who are listening how and when it is necessary to adjust what you are saying to that which the people are interested in and thinking about.

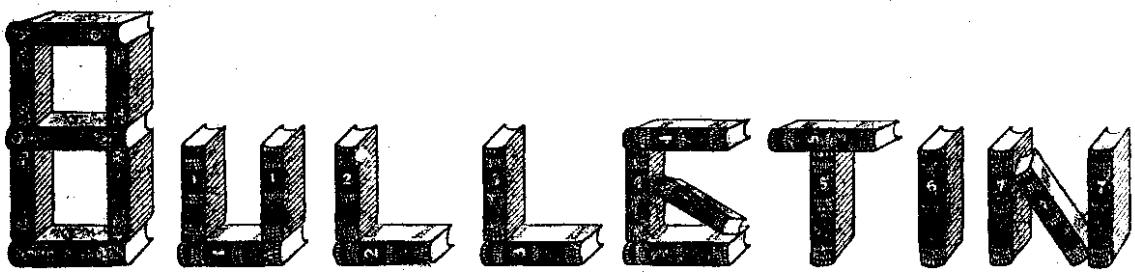
Preparation is necessary if the best results are going to be had; and since IBSA Week is going to be the greatest week, the more preparation given the more competently will the message be presented and the better will be the hearing accorded each worker. Our estimate at the beginning of this *Bulletin,* that workers could canvass from 250,000 to 1,000,000 people during IBSA Week, is based upon the following: If 10,000 workers will each make but twenty-five calls during IBSA Week, they will call at 250,000 homes. However, if the 10,000 workers can arrange *to give time Saturday, Sunday, at least two evenings of the week, and one other afternoon,* they can call at approximately a million homes during the week; and if each of the 10,000 workers sets his personal quota of calls at a hundred homes, then there would be a million families reached by the workers. Depending upon the people reached with the message to talk about it to at least one, and possibly two or three, of their friends, workers can then grasp how great will be the witness throughout the territory during the week of May 13 to 20.

The radio will be cooperating and preparing the field for your work. Each class that is doing any broadcasting has been requested to announce the programs broadcast as being by the Watch Tower. Hence, you already have an introduction when you call at the homes, and you will identify yourself if you say that you are representing the Watch Tower, or make mention of the Watch Tower in the early part of your introduction. By extra effort and with great zeal and energy, the message will be brought to the attention of many. The Lord has promised to show his favor and blessing upon all such, and we trust that your share as a worker will be many blessings from the Lord, stimulating, strengthening and increasing your faith in him and bringing you much joy.

With much love in the Lord, we are

Your brethren in his service,

WATCH TOWER BIBLE & TRACT SOCIETY



June 1, 1928

GOOD SOLDIERS

"No man that warreth entangleth himself with the affairs of this life [mode of making a living]; that he may please him who hath chosen him to be a soldier."—2 Timothy 2: 4.

WHEN a man enlists in the army, he turns his back on civilian life for the time he is enlisted. He may have to cook, keep books or do stenographic work, wash clothes, etc., in the army camp, but this he does in the order of army life; but he is no longer a member of the citizenry of the world, and this work releases the majority of the soldiery to do the hand-to-hand fighting at the immediate front.

At the battle of Armageddon (Judges 5: 19) in which the Lord used two women, Deborah the prophetess and Jael (Judges 4: 9), to bring about the deliverance of the Israelites, Deborah sang these words: "For the divisions of Reuben there were great thoughts of heart [but no action]. Why *abodest* thou among the sheepfolds, to hear the bleatings of the flocks? For the divisions of Reuben there were great searchings of heart. Gilead *abode* beyond Jordan: and why did Dan *remain* in ships? Asher continued [sat still—*R. V.*] on the sea shore, and abode in his breaches [creeks]." Contrast the course of these with other tribes: "Zebulun and Naphtali were a people that jeoparded [Heb., exposed to reproach] their lives unto the death in the high places of the [battle] field . . . by the waters of Megiddo; they took no gain of money." (Judges 5: 15-19) As in that historic battle, so today: the Lord has placed the brethren, whether elders or deacons, on a level with the sisters; the spirit has been poured on all consecrated ones, and both sexes may now go forth preaching the kingdom message by the printed page.

"Be ye clean, that bear the vessels of the Lord. For ye shall not go out [of Babylon] with haste [as did the Israelites at the exodus from Egypt, when they had to wear their sandals and have a staff in hand at the eating of the Passover meal] nor go by flight [like the Israelites who were thrust out of Egypt by Pharaoh and had to go in such haste that they had to take with them their dough unleavened because they were in such a hurry that they had no time to leaven it]."—Isaiah 52: 11, 12.

This is a voluntary matter. The Greater than Cyrus does not force any one to go up to Jerusalem to build the temple of the Lord: he does not thrust any one into the service, but leaves it optional. But those who do go out of Babylon to build the Lord's temple need not fear: "for the Lord will go before you [as advance guard]; and the God of Israel will be your rereward [your rear-guard]." Thus those forsaking all in Babylon that they may bear the Lord's vessels to his temple and its service, have promise of the Lord's leading, sustenance and protection.

The Devil will not make any one "haste" to leave Babylon and get into the Lord's service; he does not want any one to take his "flight" out of his organization to get to work in the Lord's service. But those who desire to be volunteers, "willing in the day of his power," will not delay further but will voluntarily haste themselves to get into the service before the victory is won by others. They will trust the Lord to go before and prepare conditions before them and to protect them also from the rear. They readily respond to the Lord's invitation: "Depart ye, depart ye, go ye out from thence, touch no unclean thing" or business relationship with the Devil's Babylonish organization.

METHODS OF WORK

We have heard by telegraph from the fifty-one stations through which the message was broadcast. All report excellent reception. With this introduction for IBSA Week we trust that the general experience throughout the field is in keeping with the few reports we have thus far received. These reports tell of excellent success and the deep interest of the people. In time we shall have the full details from the directors. We hope that the next *Bulletin* can bring these to you; also that the report of IBSA Week may be more complete than that of any previous effort. We take this opportunity to ask all workers to check up their reports and see to it that the director has your report immediately. We will ask the directors to exercise particular care in the reporting of the activities of IBSA Week. We ask your cooperation that the director's report may be a complete one.

Workers entering the field at this time can do so with the assurance that the people are ready for the service that you will render them. The work of the past few years has served as an opening wedge. Reports are being received that indicate that many of the people who in the past only heard the worker's canvass are today ready for the books. The following is one letter of many we have received along this line:

"I took an order or a dollar combination where a *Harp* had been placed before. Another lady wanted me to call back. This same woman almost showed me the door the last time I called, several years ago. She now took her stand for the Bible and against evolution. She is a church-woman."

Majority Favorable

Of course, influences are at work that are attempting to thwart the efforts that you are putting forth. Do not attach too much weight to those influences. If a show-down were called for you would probably find that the support given to the one who is manifesting the opposition would be negligible. Generally it is only the one who is in opposition who makes himself heard. Those who are in agreement generally do not express their agreement but they lend a support that we wish the workers could feel certain of. The following letter will, we trust, be encouraging, for it gives a demonstration of just how much support the opposition can depend upon:

"It is very encouraging to hear the demand for Russellism, as the people call it. We sell it right over the preachers' heads. A few days ago we delivered a set of seven *Studies in the Scriptures*. As we stopped before the door as the delivery was being made, a Baptist preacher (white) came along. Brother Ross presented *Freedom* to him. He resisted the message, saying a lot of ugly things, and at the same time out came the man saying, 'Did you bring the books to me? I am ready for them.' Yesterday we chased a Dr. M. D. all over town selling books where he tried to spoil our sales.'

"One man who purchased *Freedom* a few weeks ago said as Brother Ross entered the house, 'Have you any more of Judge Rutherford's books? I want them. I would not take ten dollars for that *Freedom* book if I couldn't get another.'

"Another said, 'Judge Rutherford's book *Deliverance* is the best I ever read and money couldn't buy it. I want them all.'

"A deacon in the Baptist church said, 'I did not think much of Russellism a few years ago, but I want those books. He (Brother Russell) told the truth.'

"Another Dr. said, 'I burnt up that book once, but I want them, I am going to read them.'

"Over in Verda, La., last Sunday, the Baptist minister preached a terrible sermon against Russellism. Then he proposed a movement in the interest of his church, and asked all present to come forward and shake his hand to show that they would back the movement. Everybody but one old lady went the other way. He dropped down in his chair and wept bitterly. She sat on the steps of the church with bowed head for a long time.

"Yesterday she told me of this experience. I told her I was sorry her heart should be so crushed with sorrow, but I had the very thing that would heal it and straighten everything out in a manner pleasing to all. She took *Harp, Creation, Deliverance* and *Freedom*. One week prior to this she had made a terrible stir because she saw one of their church deacons carrying what she called Russellite literature home under his arm.

"Yesterday Brother Ross and I stepped into Verda and chased the minister and two or three of the big boys by selling the books all over town. We sold 28 *Freedoms* and 21 clothbound books to the flock. (See Joshua 23:9-11.) I wish more colporteurs would come down here. There is not much money here, but the few who can buy do so and loan their books to others."

BR. & SR. JOHN L. ROSS, *Dodson, La.*

Be Not Dismayed

Of course, as those who oppose the message of truth find that the people are not with them they will probably voice more threats and try to show their power, but their threats are always built on the supposition that the people will back them up. You who are in the field should have your confidence and strength increased so as not to be dismayed by the course that these will take. The following letter is an example of the attitude of the people toward those who want to hold and exercise their self-assumed authority:

"I am sending my first report. Hope it will meet with your approval. A Catholic lady was having trouble with a priest and a sister of charity, when one of our *Message of Hope* tracts was left at her door. She read it and went to our headquarters and got some more and sent them to all the priests and sisters she knew, and left the church. They have tried bombing her house and made many threats of what they would do to her if she left the church, but she told them she would never come back. She said they should stop telling lies about the

Bible; also that that man Rutherford is a great man and sure knows the Bible. I have to go back to see her and take her some more of the *Message of Hope* tracts. She says she is going to send them to every convent in the U. S."

LUCY PARK.

Many workers are having difficulty in attempting canvassing on Sundays. Here again we believe that the workers will find that by taking a definite stand for their rights they will be more respected than if they retreat and grant that the authorities have the power which they claim to have. Use the tactics employed in the following letter:

"We had a very enjoyable experience the first of the week, when all five of us were called before the Judge and were about to be sentenced and fined heavily. But the Lord was with us; and when we flatly refused to yield to the Devil's organization and they found we were willing to go to jail for the sake of the truth, they quickly reconsidered the matter and let us go and the Judge bought a combination *Deliverance, Harp* and *Creation*, and talked very nice to us."

W. H. STOW,—*Nashville, Tenn.*

Constitutional Rights

It is not unlawful to canvass for the books on Sunday, any more than any other day. This is a method of preaching the gospel, which the Constitution of the United States guarantees to each one the privilege of doing. If arrested by any policeman or other officer, employ a local attorney and arrange for a trial. If fined, appeal the case immediately to a higher court. Notify this office as soon as arrested, and we will take the steps to make a defense.

To find that each recanvass of a territory places more books than a previous canvass is encouraging. It shows the extent to which the people are anxious for the newer publications of the Society. We urge again the canvassing for book combinations. Some workers insist that they can not canvass for books, and as proof that they can not canvass for books they tell of instances where they have gone out to canvass with hooks and booklets and sold out of booklets but did not sell the books. The field is ready for a book canvass. It places the literature in the homes in a permanent form. Not only does it leave the message for the people, but they will make use of it because it is in form to be used for reference purposes. One brother, noticing the emphasis that was laid upon book canvassing and feeling that he was capable of canvassing only for booklets, determined to solve the matter and did so in this way. He decided to go into the field without any booklets and to take only book combinations. He soon found that he could easily sell book combinations when he had nothing else to demonstrate or talk about. We urge all the workers to train themselves in a similar fashion. The following letter is quite to the point on this subject:

"I had the pleasure and joy of canvassing twenty hours in my rural territory during service week. I covered 82 homes, sold 25 homes; 40 homes gave 'no money' as reason for not buying, and 7 homes were skeptical and biased; placed 87 books and booklets, consisting of 44 bound volumes and 43 booklets. Experience pleasant and joyful, with few exceptions.

"Bound volumes sell more easily than ever before, which is in harmony with your instructions, showing the Lord's guidance that bound volumes should be pushed at this time. I have adopted a rule of first canvassing for the set of ten volumes and dropping to what is desired. Have sold ten-volume sets to several who were never canvassed before. My general experience is that most of the people who are not able to buy the bound volumes will not get any, but say they will wait until they can get the bound volumes; which is a very noticeable change in canvassing certain parts of my territory."

J. W. SMITH,—*Ruther Glen, Va.*

Present Bound Books First

Another method of handling book combinations is that suggested in the last paragraph of the following letter:

"In addition to the witnesses given, we left books at every house where calls were made, except about two or three. Altogether we placed 43 books and booklets, very few sales being only single books.

"We picked up the lady superintendent of the Sunday school on her way to the schoolhouse where they were to have services in the afternoon, canvassed and sold her a *Harp* and *Last Days*. A little farther on we called on a man who was mentioned as a member of the church, and canvassed and sold him a $1.18 combination. He stated that he had been informed that people were about selling books that tended to draw the people away from God and he would not want to buy or spend any time in reading books like that, that he did not want to do anything that would injure his faith, etc. He was getting ready to go down to the meeting; and I was quite desirous of making the sale before he went, and by the Lord's grace succeeded.

"I find that I have better success canvassing for the bound books first, saying nothing about the smaller ones until the canvass for the larger ones is finished and a sale made or not made; then I take up the canvass for the smaller ones, which can be made very brief. A far better witness can be given with the larger books, and that, of course, is the main object to be kept in view."

CLARENCE SCOTT,—*Old Town, Me.*

IBSA Week has prepared the way for a great witness for the coming summer. But in order to take full advantage of the opportunities of placing the literature it is necessary for the director and the workers to be well acquainted with the conditions existing in the territory that they are working. As the work increases it is necessary to take into account many of the conditions that formerly played very little or no part in the work. One of the details that needs more attention is the different talking points used in a canvass. To be effective a canvass should not go over the people's heads.

It should talk to them of things in which they are interested. It should discover how to tie together the things in which the people are interested and the books that you are offering. Therefore, when you go to work in your territory keep in mind that your work should produce information that will be of assistance when the territory is recanvassed. Workers' meetings are the proper time to emphasize what you discovered in canvassing the territory. You should be able to tell the workers what the people are most interested in. Then the workers can take up the matter of trying to discover the different talking points that may be used to show that the books serve their interests and needs. It is also important to know how many of the people to whom you are selling literature are now purchasers and how many have purchased literature in the past.

This work becomes of more importance as our work becomes that of resales rather than that of new sales. Next it is important to know how many of the people who own radios know of our programs and know of the different stations that broadcast the message. Another point is to know the actual percentage of the homes you called at and found no one at home. In some sections of the territory workers will find from sixty to seventy-five percent of the people away from home. The director should be advised of these conditions so that he may arrange for those sections to be canvassed at some other time, when the people will be at home.

Self-Examination

A certain amount of self-examination is necessary on the part of the workers, particularly in determining the percentage of people that you actually canvass and sell book to. We mention books, not booklets, because a record that is considered as hundred-percent efficient is that which is capable of selling a book combination to one out of every five persons actually canvassed for the literature. Workers should be checking themselves to see how efficient their canvasses are, and they should take steps to build up their canvasses and to discover how to approach the people and how to say the things that will interest the people. Toward perfecting your methods in the field we recommend schooling or coaching the workers; that is, arrange for some one to go with you to the door as an observer and to bring to your attention the manuer in which they would have handled the same canvass. You no doubt can get some points as to their procedure, and they will, no doubt, get a number of points from your procedure.

There is no one best method of canvassing; and the worker can best discover the rut he has gotten into by hearing some one else canvass for the books, even though that party may not be so efficient as the worker himself. If at first you are a little timid about having some one go with you to the door, then let the director arrange for one of the workers to overhear your canvass without your being aware of it and arrange for that worker to mention to you how he would have handled the same person. Of course it does not necessarily mean that you have to adopt the other's methods. This coaching of one worker by another worker should be arranged for by the director; but it needs the close cooperation and help of each worker. Workers' meetings should allow time for one worker to canvass another. This should be done at least once each month. But this is a demonstration under ideal conditions, whereas having a worker with you enables him to see how you handle a canvass; and that brings out unexpected topics for discussion and handling.

Workers should remember that a new voice is a strange voice, and consequently it is necessary for them to be very clear and distinct in the pronunciation of their words. Do not employ rhetoric, nor make your canvass a singsong affair; but yet see to it that your canvass is clear and plain and in terms that the people can understand and appreciate.

Radio Advantages

Whenever possible refer to some work or undertaking that is quite generally known in the neighborhood. When such an effort is put forth as the nation-wide hookup that opened up IBSA Week, be quick to take advantage of such instances and associate them with your call; and if you can do so in such a way as to identify yourself with the message appreciably, it will be an advantage.

The following letter, though it is quite a marked incident indicates and emphasizes the advantages of following up radio lectures, or at least arranging to canvass in connection with or shortly after radio broadcasts:

"Sunday, thirteen of the friends and I worked until 12:30 p. m. then went to a restaurant where I had previously made arrangements to get Brother Rutherford's lecture over the radio. It came in fine completely through. Some twenty people listened attentively. We immediately returned to the field work. The first home I called upon had a radio. I said to the man who came to the door, 'I call as a representative of the I. B. S. A. Judge Rutherford is its president.' 'Come right in,' he said, 'I have just heard him from New York, clear and plain. Have you any of his books?' He bought *Creation*, *Hell*, *Prosperity Sure* and *Our Lord's Return*, and said, 'The Judge told us that the Bible Students would call on us with the books, but I never thought that one would be at my door in twenty minutes. This is sure fine. Who could ask for better service?'"

JOHN A. HITT,—*East St. Louis, Ill.*

We trust that the workers will appreciate the advantages that are before them in the work offered by the next few months and employ these advantages to the fullest extent in obtaining the best results possible in the field work.

With Christian greetings, we are

Watch Tower Bible & Tract Society

BULLETIN

July 1, 1928

A NEW SWORD

"Cursed be he that doeth the work of Jehovah negligently; and cursed be he that keepeth back his sword from blood."—Jeremiah 48: 10, R. V.

UNQUESTIONABLY Moab here represents a portion of the Devil's organization, and those who are cursed or reprimanded are the ones who are lying down on the job so far as the service work is concerned. There can be no question in the minds of those who love the Lord supremely and who study *The Watch Tower*, as to the absolute necessity for them to participate in the field service if they would please the Lord.

One might talk about loving the Lord until his tongue became paralyzed by the talking and not interest Jehovah any more than the tinkling of a cymbal. "If ye love me, keep my commandments"; and the express commandment from the Lord for the members of the church at this time is to witness to his great name by declaring the day of his vengeance. To be other than active in the service now, in our judgment, would be 'keeping back the sword from blood'.

The "sword" here mentioned refers to the message of truth that Jehovah has placed in the hands of the fully devoted servants with which to perform the witness work he has designed. The faithful ones will keep their swords bathed in blood; that is, they will place God's message in the hands of the people so that it will do the slaying work he desires done.

The time is here for the people to know about the impending destruction of that wickedly malignant devil organization that for thousands of years has been grinding them down into oppression and death. You have the sword, brethren. Do what you have covenanted with the Lord to do. Let's be "hot". The following portion of this *Bulletin* informs us how the Lord has very graciously provided us all with a brand-new sharp sword. Let's use it vigorously.

METHODS OF WORK

Reconciliation brings the people a message of the times. The book presents the promises Jehovah has made for the reconciliation of man and his restoration to the perfection lost. This is the main theme of the book; and presenting the promises in the conclusive way that *Reconciliation* does is what makes the book a message of the hour, for it speaks out as a witness and raises a standard against the present maze of writings that seek to refute the Bible's teachings and make its promises of no effect.

Campaign

The campaign with *Reconciliation* should begin immediately. Details of operation have been

outlined in the "Directors' Bulletin". We urge workers to talk in terms of books. With *Reconciliation* an excellent offer can be made to the people of *The Harp*, *Deliverance*, *Creation* and *Reconciliation*, *Last Days*, *Prosperity Sure*, *Where are the Dead? Hell*, all for $1.98. People appreciate book values. We urge all workers to frame their canvasses so as to present to the people the $1.98 combination. There are millions of books sold each year. The people appreciate a good value in a book offer as much as they do in any other line, and four volumes at $1.98 is an excellent offer, containing, as the books do, reproductions of world-famed artists.

The reproductions appearing in *Reconciliation* and *Creation*, with the exception of one reproduction in *Creation*, can not be even seen in any of the museums of the United States, and if people wished to purchase the prints individually they alone would cost them thirty-five cents apiece, or $1.20 for the reproductions appearing in the two books.

Then again, the later editions of *Deliverance* and *The Harp* have the same stamping and binding as *Reconciliation* and *Creation*. Thus the books are seen to be related as making up a set. They are all stamped in gold and bound in the new light shade colors so much in demand at the present time. People will appreciate this value if it is presented to them in such a way that they can see the great saving in value in the offer. This, of course, requires that the worker help them to appreciate the book value. People may be told of the message. The canvass at the door may give them a short and excellent insight into the work of the Watch Tower, but the message is in the books and the message will be delivered when the books are in the homes of the people. They will come to appreciate the message only as it is available for use.

Study Previous Sales

In some portions of the territory the houses have been thoroughly worked with *Deliverance* and *The Harp*. Of course, it is impossible to sell these people the same book, and it is to the advantage of the worker that they be not reminded that they have the books and have not read them. Cooperate with the director in studying past sales in all parts of the territory, and in such territory offer *Creation* and *Reconciliation* and one booklet at 98c. In homes that have *Creation* offer *Reconciliation* and three booklets at 75c. If this offer does not appeal to them, then offer *Reconciliation* at 45c. If there is not interest in any of the offers above mentioned, then endeavor to place the two booklets at 20c, or one booklet at 10c.

Difficult territory is to be found in every class assignment. Some territory is actually difficult, and other territory is viewed as difficult by the workers; but it is well for each worker to remember that his responsibility is in letting the people decide whether they will accept the message, and that it is not for the worker to decide whether he should or should not present the message to people in different sections.

Oftentimes outward appearance is merely a polish or mask which people will discard when they find that you come to them with a genuine desire to assist. Note the following letter:

"I have noticed that where opposition to entering a territory is strongest the message is most appreciated and there the people are most apt to buy and do. So wherever we see the Devil's "Keep Out" signs, we just smile and walk in, and come out smiling, too! Most any old path through the woods leads to some poor soul who is hungering for the Lord's message. Am anticipating great joy in putting the Lord's latest book, *Reconciliation*, in the people's hands. I have not yet received mine, but expect to find it waiting at the post office here in the morning. Most of the streets in this town look like duplicates of Easy Street, and, from the number of churches, the Devil has them almost all converted; but there will be many roads and one or two small towns with those who will, no doubt, be glad to hear.

Don't Stop Too Soon

The following letters tend to indicate that there is much room for progress in demonstrating to the people that the books you are offering are of much value and that in reality it is necessary to accommodate the circumstances to the conditions. When people do not appreciate the value that the books present, they try to be courteous enough not to say that the books are not worth anything to them. There are different ways of saying this, and the phrase, "We have no money," seems to be the most generally used. How many workers drop the argument at this place it is impossible to say, but the following is one of the letters that indicate that people use this as an excuse for not purchasing.

"A sister had an amusing experience recently while canvassing one of the small towns. A lady told her she had no money. In a short while the sister passed by the same house again and the lady called her in and told her that she *did* have some money in the house and that she felt so bad about telling her that she did not that when she tried to eat her dinner it just choked her. So she bought the books."

MRS W. L. TAYLOR—*Springfield, Ill.*

Whenever a worker shows that he is sufficiently interested in people's welfare to accommodate himself to their circumstances either by taking an order and making the delivery later after pay-day or, as in rural districts, by taking some produce in exchange for books, then the people come to appreciate that you are interested in something more than in making your commission or just distributing books; and when they can see that a worker is in the work because of his heart-interest, they take an altogether different viewpoint of what is being done.

"I tried out the rural districts last week without working in business districts. I did not try to sell the books for cash. After passing the time of day I would quickly tell them that I was not a book agent and was not after any money, saying, "I have the International Studies you can get without any money." Then when

I noticed that they wanted the books I told them the books were worth fifty dollars, but that they could have the nine books by giving me hens that are not leghorns. If they do not want the nine, I take two hens for the $1.18 set. Nine out of ten last week would not pay any money, but would give chickens.

"After my books were paid for last week I had $64.00 left, whereas if I had not taken chickens I would have had less than $20.00, as they had not had any rain out here till this week and were much discouraged. I believe that most of my work from now on will be in the rural districts."

FRANK DAY—*Lake Andes, S. Dak.*

Be Firm for the Truth

Opposition is waning. This is one of the things most manifest in the field today. But again it requires that the worker take the initiative, for how else will opposition be answered? And generally those who oppose the work or manifest opposition to what you are doing know enough about the work that if they are set right they will purchase the books.

"We are greatly rejoicing over the fact of entering the Lord's work at this time. It is strange indeed to note, as we go about, that people who are prejudiced at first change their minds soon after you talk to them. Sister —— on one occasion met a gentleman who would not say anything good for Brother Russell and mentioned that the doctrine of Pastor Russell was not fit for any one to read, but before she left he purchased five of the books which included *The Harp*, *Deliverance* and *Creation*. He said that if what she said was in the books was true he knew he would like them. This shows that the prejudice is breaking down, and that soon the people will know who the true and living God is.

"I believe I am learning to canvass the right way, and that is to know just what you are going to say and say it in your own words. That will bring results. We found this out in a very short while. I wish to state that during the past two weeks in the auxiliary colporteur work I have placed more books in the hands of the people, canvassing from house to house, than I had during the last two years or more."

GEORGE E. MARSH—*Zanesville, Ohio.*

Opportunities

Opportunities abound; and what opportunities are placed in the path of the worker, even though to him the occasion may seem an unimportant one, it is best to enter upon the opportunity that presents itself with that zest and enthusiasm that will bring results.

"I was canvassing a family, and the wife and mother suggested that I go to the meeting of the Ladies Aid. I declined. However, after about a half-hour's work, I ran into the Ladies Aid meeting-place, and being invited to come in after I had stated my mission, introducing myself as a Christian Bible student, representing the International Bible Students Association who are broadcasting over the powerful radio the glad message of Deliverance and Freedom for the Peoples, I went in and proceeded to tell them of the evidence we have of the incoming of God's glorious kingdom of peace. While doing so I canvassed them for *The Harp*, *Deliverance*, *Creation* and the seven volumes of *Studies in the Scriptures*, and suggested that the Ladies Aid order a complete set of ten for their library at $8.35. There were about twenty women present.

"They replied that they were financially unable to order the bound volumes. I then took five booklets in my hand and, after describing each title briefly, I arose from my chair and started around to each one with them, and after one woman had taken the lead by picking out *Where are the Dead?* others followed with sets of three and five. One woman even arose from her chair and, going to my carrying case before I got to her, picked out a set of three. That helped wonderfully and gave the witness quite a boost. There were sixteen booklets sold at that meeting.

"Some had to leave before the witness was complete, and one woman bought *The Harp* while I was buying groceries of her later. This experience gave me great joy and thankfulness that I entered the pioneer colporteur service."

JOHN A. SMITH—*Pioneer Colporteur.*

Overlook None

Even so-called impossible places are not impossible, for agencies are at work that workers are not aware of and, in fact, that the Society is not aware of. The Lord is the great Captain on the bridge of the ship. We who are assigned to different places do not know, nor do we see, all that the Lord is accomplishing; but when we are placed at a designated point and are given our work, then we should act in the capacity that the Lord has designated; and the worker will always find that his mission is a greater and larger one than he anticipated or realized. The following letter emphasizes this:

"In my canvassing last week I came to a small sanitarium. There were mostly old ladies. At first I thought I would not go there. Then I knew it would not be right to miss any one. Of course I know now who it was that put the thought in my mind not to go there. I thank God that my love and zeal for the Lord is stronger than that evil one. I rang the bell, and the lady in charge came to the door. I started giving my canvass. I got only as far as 'International Bible Students' when she said, 'Come right in, my dear. Every door should be open to I. B. S. A. I always bring in WBBR and also our own WICO station.'

"She has radios in different rooms so placed that all the old ladies can hear Brother Rutherford Sunday morning, and now she will let them listen to our own local station every Monday night from eight to nine p.m. She said, 'They get so much comfort from it.' She took *Creation*, *Deliverance* and *The Harp*."

E. M. CLARK—*Stratford, Conn.*

Further, the moves that are made by preachers, the inconsistencies in their discourses, the difficulties in the world today: all of these tend to operate favorably toward the message; but

it is the worker's responsibility to show to the people what this message is. This is why it is so necessary that workers ascertain, if at all possible, what concerns the people today, and show how the message is one of comfort for the people in enduring their circumstances. Note the following:

"I am happy to tell you that I went over the top this past month. My goal set for the year was 500 a month, but by his grace I placed 1023. The times are hard; for the people in the lumber mill towns are terribly oppressed, as well as the farmers. Yesterday one farmer received a check for $3.30 for ten crates of strawberries shipped to market. His crates and picking cost him $1.05 a crate; but 'the bitter herbs whet their appetite for the lamb'.

"Last Sunday morning, while I was canvassing in the country, a gentleman said he didn't care for the books; that if he bought any, he would buy some of his own denominational books. But I prevailed upon him to take four booklets. That evening as I was returning he stopped me and wanted to know what was the price of that full set of books. I told him $3.35. He said, 'I want them, if these booklets are a sample of what is in them. The one book on *Hell* is worth $3.35 by itself.'

"Then he explained to a neighbor present the meaning of 'hades' and 'gehenna' and remarked, 'Our teachers have been misleading us; even *our preachers* have not told us the truth. The man who wrote these books is a sure-enough Christian.' Of course I was happy, and experiences like this cause my heart to break forth in singing his praises and to appreciate more daily the blessedness of being under 'the robe and the garments of salvation'."

M. CADY GILMAN—*Wickes, Ark.*

Territory Improves as Worked

As the worker progresses it becomes more and more manifest that each time the territory is gone over there is a greater number of people left who have not bought but who have determined that they will buy at the next opportunity. Workers should consider the field assigned to them as never completely worked until the message is in as many homes as it is possible to place it, and that each new message, such as the book *Reconciliation*, but offers to all the people the further opportunity of obtaining the books.

"Since the first of the year I have canvassed Clintonville and Shawano for the seventh time. Placed about four hundred books in each of these towns. I could have placed more if the people had had the means to buy. It is surprising how many people are beginning to think. It was impossible to limit my time at a call as I do in virgin territory. Many of the people are becoming our friends, even among the Catholics. They are asking many interesting questions in regard to the truth and the Bible Students' work.

"It is wonderful to watch God's overruling power as we go on step by step. We had to postpone our trip last Sunday. In the afternoon Brother drove while I canvassed in the rural district and placed forty books. The Sunday before I placed seventy-two, among them nineteen bound books. It is marvelous how the farmers buy.

"I am gradually arranging our affairs so (if the Lord is willing) we may enter the pioneer colporteur work after the convention."

MRS. W. H. SPEARBRAKER—*Clintonville, Wis.*

Call On the People

Then, too, remember that the people who have bought the books are reading them, talking about them and telling their friends and neighbors about them; and since they depend upon the worker to come to them with a new message they do not send the people to the homes for the message. It devolves upon the worker to come to them, and it is the responsibility that the Lord has placed upon them to bring the message to the people, knowing that his work will be prospered by and through the different conditions that the field contributes toward placing the books in the hands of the people. The following letter illustrates the point in this paragraph:

"Was in the Farmers' Exchange the other day canvassing one of the office men for the combination of seven, *Creation*, *Deliverance*, *The Harp* and four booklets. While I was talking a fine-looking big farmer got into my bag and strung the *Creation*, *Deliverance*, *Prosperity Sure* and *Lost Days* along the counter.

"He said to the man I was talking to, 'Patterson, those are the finest books I ever read. The first three chapters of *Creation* are worth $25.00 of any man's money. You buy them, and if you don't feel like you have your money's worth I'll buy them from you and give them to some one.' Needless to say, Mr. Patterson bought the seven. The manager bought them also, as did one man in the warehouse, and an office girl bought *Creation*. Twenty-two books went out in about ten minutes.

"The next day I was at the American Legion headquarters. I told them about the experience of the previous day. One man said, 'Why, Roy Harrington is my uncle. I know about those books and want them.' He called his office mate, who took the seven also. Fourteen more went out because one man had read and liked them. Surely the Lord is using divers means to bring the message to the people.

"I am making my expenses and the expenses of my four younger children while doing the work I love best of all. Praise God."

MRS. ISABELLE C. SMITH—*Springfield, Mo.*

The letters above will, we trust, bring to you an appreciation of the conditions in the field throughout the United States. We trust, too, that it will bring home to you that such conditions exist in one or more ways in your territory and that the greatest results can be had when the work is undertaken with a determination to profit by and use to advantage the conditions that exist. May the wisdom of the Lord guide and direct you as you strive to serve him.

With Christian greetings, we are

Your brethren in the Lord,

Watch Tower Bible & Tract Society

BULLETIN

August 1, 1928

BOOKS!

"When thou [thyself] hast made an end of reading this book, . . . thou shalt bind a stone to it, and cast it into the midst of Euphrates [the people who are to be turned aside from Babylon, Revelation 16: 12]."—Jeremiah 51: 63.

OUR heavenly Father arranged in the making of his plan that every bit of knowledge of himself and of his beneficent designs for his creatures should reach his own people and all other folks through the reading of books. Jehovah's will regarding the course that Jesus should pursue was found 'written in the volume of the Book'. God's will, so far as we, the followers of Jesus, are concerned, is likewise found written in the same Book. The great trouble, however, has been that very, very few have understood the Book. It remained for God himself in his own due time to provide means whereby those who hungered and thirsted after righteousness might have his Word in simple language, so that they could comprehend. Every last one of us who is really in the truth got his knowledge of God's will for us from reading books.

Read and Cast

And now, in his loving-kindness, Jehovah has given us another book. *Reconciliation* is a bright flash of light from God out of his temple, and the many, many appreciative letters sent to Brother Rutherford prove that the earnest faithful followers of the Lord are doing exactly what Jehovah through his prophet Jeremiah, as quoted above, requested. First, read and digest the book, and then get behind it with all the strength and vitality we've got in us and heave for all we're worth. Please note how the Lord pictured the fact that there would be hard work and effort involved in giving the witness. The book was cast away out out into the middle of the waters, not just rolled off the bank at any convenient place.

Understanding of the Plan

Some might argue that the book here mentioned has reference to the Bible itself. It could not refer to the bare Bible. The preachers and other agencies have been circulating the Bible freely for a great many years; but how many have understood it? "Let [the people] *hear*, and say, It is the truth." (Isaiah 43: 9) "In that day [which *The Watch Tower* shows refers to the present time] shall the deaf *hear* [understand] the words of the book." (Isaiah 29: 18) Verse 12 proves that it would not be sufficient to give the people merely the printed Bible. Jehovah has graciously arranged that in his due time the divine plan would be made plain and clear by means of books. 'Publish peace, publish salvation.' (Isaiah 52: 7) "Publish the name of the Lord." (Deuteronomy 32: 3) "[This] gospel must first be published among all nations."—Mark 13: 10.

METHODS OF WORK

August, 1928, has two important features. The first is the distribution of the second new book of the year, *Government*. The second is IBSA Week, August 26 to September 3 inclusive. With the addition of *Government* to the recent bound publications of the Society there is now available to the public a set of five volumes. The campaign with the five volumes will begin during IBSA Week. The five volumes will be offered to the public at the specially reduced price of $1.98 for the five books.

Set of Books

The idea of a set of books is maintained by adhering to the same general design, and yet the set of books is made more attractive by changing the color of the cloth. *Government* contains sixteen color plates. More so than those of the other volumes, these color plates are new to Americans. Most of the prints from which the reproductions were made had to be purchased in Europe. They were not available in America. The color illustrations in the five volumes would cost $16.80 if they were purchased from any of the leading art stores in America and Europe. Here these valuable color plates are used to illustrate the subject matter of the volumes.

The message of truth is what we desire to bring to the attention of the people, not only to adults who will read, but to the children who are growing up. These books, then, bring to the adults the mature and orderly presentation of the message and to the children pictures together with excerpts from the message of the book. Hence, if the child is young, he can read the excerpts and have implanted in his young mind seeds of truth that will remain througbout life.

Combination

The $1.98 price is an extraordinarily low one for five books. Generally people will recognize that they can not purchase a novel for much less than 75c to $1.50. Oftentimes people do not recognize the value. They merely look upon books as requiring a great amount of time to read. It is, of course, necessary for the worker to stress the real value of the books and to present all of the favorable arguments so that the matter may be made to appeal to the people and a favorable decision be made by them. It goes without saying that the workers think the books should be in the home, otherwise they would not be in the field. Hence it is well for all workers to consult with one another in order that they may ascertain the reasons other workers have and the arguments they present in placing the books before the people. Remember that when other workers discuss the canvass with you, or if they accompany you to the door, they do not do so with the idea that you are to adopt their methods or canvass. They do so merely that you may see how they do the same work that you are doing. The obligation rests finally upon each worker to employ the best methods possible, and this of course means that each will endeavor to increase his ability to present the books to the people in as favorable a way as possible.

The following letter received by two of the colporteurs from people to whom they sold books indicates that the worker is appreciated. We are certain that there would be more of such letters if the people only knew how to get in touch with the colporteurs. Since, then, we have this indication that the people appreciate the books, our responsibility is all the greater to urge them to take the books.

"Dear Messrs. Cahoun and Smith:

Your welcome letter received a few days since and we enjoyed every word of it. Now about *the book*. It is *wonderful* and a *joy*. I am still reading it. It is a worried mind and troubled heart healer. I can't live without my book. It is the truth; I believe every word of it.

"Mrs. Covington and I so often speak of you and wonder how you are getting along with your books. I trust you are selling in every home and that the people will not let this opportunity pass.

"Mrs. Covington said she is ready for another argument any time you are. She said I have read more since I've had the book than I had for a long time. Of course I have, for I have *something* to read.

"Wishing you both much joy, happiness and health, I am

Very respectfully,
MRS MATTIE KING WOOD."

Resourcefulness

Resourcefulness in handling each sale is necessary. Keeping in mind the person you are addressing, and remembering that the person you are addressing is the greatest thing you have to handle in presenting your subject and that, so far as you can, you are going to present it in their way of reasoning, if you can anticipate their objections or their obstacles, answer the objections you expect and you will have accomplished much toward placiug the books, for generally the reason why the books should not be purchased seems more important after it has been voiced than if it has not been spoken out.

"No matter where I canvass of late, when people are ready to buy I find they prefer bound books to booklets in most cases. I am selling more bound books thau booklets, as three books are being offered for $1.18. I am finding the following to be the best way to close a sale: 'Pay me (price of book or combination of books). Keep this (or these books) and start reading it (or them) tonight. You will say it is the best investment of a small sum of money you ever made in your life.'

"I canvassed a house recently. Lots of children around. Mother was not home. I spotted a

man in the rear. He turned out to be their dad. I thought I would get, 'Large family, no money,' as an excuse. I thought I would see if I could not head him off, and said, 'You have a large family. Pay me $1.18. Keep these three books and start them reading tonight.' To my surprise he took all three books."

H. L. HUCK, *Colporteur.*

IBSA Week

We make mention of IBSA Week and give our observations on the results so that you may be in a better position to see to it that IBSA Week in August profits by the experiences of IBSA Week in May. We have urged directors to plan to work that territory in which the least number of books have been placed in the past. The $1.98 offer will probably enjoy the most success when it is offered to people who do not have any of the other books. In practically every class assignment there are towns in which better success has been had than in other towns. It is quite possible that a study of the times in which the different towns were canvassed would pretty nearly account for the difference in circulation of literature. IBSA Week will probably find the largest number of friends free to devote time to the service. Beginning with September more duties have to be taken up, and consequently we urge all to plan to put forth an extra effort during the last week of August. Consequently it is recommended that all class meetings be canceled for the two Sundays and, instead of class meetings, we urge that the directors arrange for the different ones out in canvassing parties to meet for lunch at noon and in the evening.

In addition Labor Day will be a holiday that can be devoted to the service. We trust that every one will plan to participate in the work on these three days, and as often during the week as it is possible for them to engage in the work. Sunday is one of the most profitable times to engage in the service. We have advice from many of the colporteurs that they find it better to canvass Sundays and to take another day off.

Three Favorable Days

Since, then, IBSA Week holds two Sundays and one holiday for such service, we trust that all will plan to take advantage of the favorable opportunities the week presents.

"The Lord is surely blessing the Sunday morning service. I had thought that, canvassing during the week, I would not go on Sunday except service weeks, etc.; that Sunday service was specially for those who can not go during the week. But the more I thought of it, the more I wanted to go, even if I had to rest one day during the week. So this morning I made up my mind to do so, and what a joyful time! The first place I called they could not buy. At the next place I sold a *Creation*, at the next a set of ten volumes, the next a set of nine volumes and an extra *Creation*. The lady who bought the set of nine at this place was visiting and in an adjoining room, but overheard the canvass and came out saying, "I have seen those books before and made up my mind that I would not let them pass me again. I am so glad to get them." At the next house I sold a set of nine, and in the next found the lady very anxious for them, but could not buy right then and wanted me to call tomorrow. A hard rain stopped the canvassing at this point.

"We are indeed thankful for your many helpful suggestions and always find that we have the best success and get the greatest blessings ourselves by following them as closely as possible. The Lord be praised for his goodness to us all!

"We find, too, as stated in a recent *Bulletin*, that the people want cloth-bound books. That was thirty volumes sold in about two hours this morning, and not one booklet."

SR. G. C. POWELL, *Colporteur.*

IBSA Week will, we trust, see the greatest witness that has ever been accomplished, even exceeding the figures published in this *Bulletin* as to what was accomplished during the August, 1927, IBSA Week.

Necessary Grace Supplied

"As I had so few books, I did not put in full time each day but figure it amounted to about three days in all. Have sold practically all books the class has on hand, so hope my books will be here today as I have deliveries to make.

"Tell the friends not to hold back from service any longer. I had thought I was making the best of my opportunities, but found I had not been doing anything. If you want to go, the way will be opened. I have five children at home, leave my eldest (23 years of age) at home to keep house. I have no car, and unless I am picked up I have to walk three miles into town and then carry my books around in a grip. I weigh 105 pounds. But I am telling this to encourage others. Get out into the work! Get a taste of the blessings! You can do more than you think you can, if you try. And it is such a joy to bring the message to the people. No one dreads ridicule or discourtesy more than I. The first two days I kept up only by saying, 'It is for my *King*, why worry?' Now I have more confidence in meeting the public, and when I get the cold shoulder I give a witness anyway and go on to the next, who will probably buy.

"This morning I sold a combination of three to a professor whom I had dreaded to approach and who just knew he did not want any. He had lost a daughter. He took also *Where are the Dead?* So don't get discouraged or think you can't do it."

MRS. DELLA TOWNE, *Colporteur.*

"I thought I had demonstrated that an even one-dollar bill is the best price to charge for a set of books and that fractional prices should not be used. My reasons were good as far as convenience in making change and carrying are concerned, and I have been very successful, averaging seventeen dollar sales a day over a period of six months at a stretch. But I have just learned something, and know you will be interested.

Advantage of Fractional Prices

"Out in the work with a brother who is in the Pioneer Colporteur work I have been accustomed to trim him a little as to number of books sold, but I found he was creeping up on the money end of it and finally went by and is still ahead. Inquiring into it I found he was selling *Prosperity, Last Days, Deliverance, Harp* and *Creation* for one thirty-eight and making it go fine. He does not say 'one dollar and thirty-eight cents', but merely 'one thirty-eight'.

"Unknown to him I tried the combination for a half-day and to my great surprise found that a combination of two booklets and three bound books goes just as easily as three booklets and two bound books; and the extra thirty-eight cents in the course of a day means five or six dollars extra money, and that means a great deal to a colporteur, and even to some other Bible Students that I know."

C. J. WOODWORTH.

Let the Message Be Known

"Let the message be known," should be the watchword of all the workers; and opportunities that at first seem to be more of a demonstration or move of an advertising stunt may prove to be other than what a worker sizes them up to be, if they are taken advantage of. People in all walks of life have to meet the daily competition and the practices of petty thieving in the business world. They appreciate the spirit of honesty and straightforwardness that the worker shows, and even when put to such rare tests as the following letter indicates, the results told of in the letter show that it accomplished the worker's principal purpose, to place the message in book form in the hands of the prospect.

"Thursday afternoon we worked in the suburbs of Tupelo, Miss., but accomplished very little as far as the placing of books was concerned. Friday morning we decided to try a new field and skipped to a point eight miles north of Tupelo on the Tupelo and Birmingham road. Our success was all we could have wished for. From noon until seven in the evening we worked with all the zeal and energy we possessed, selling eighteen $1.50 combinations consisting of three cloth bound volumes, *Creation, Deliverance* and *The Harp*, and four booklets. During the entire afternoon there were but four homes entered where we failed to leave some books or booklets, and two of these expressed an eagerness for the books but had no money.

"Saturday morning dawned with a steady downpour of rain and indications that it would continue throughout the day. But we set out in the rain where we left off the evening before, with seven $1.00 combinations, one extra *Creation*, four *Harps* and a few booklets. Although it was raining and muddy and sloppy when we reached our point of starting, of the first three houses canvassed we sold a $1.50 combination at each house. You can imagine what an encouragement this was in the face of such difficulties.

"We had disposed of all our combination sets and were working off the remaining *Harps* and booklets when Sr. A. stopped a wagon full of negroes on their way to town and canvassed them for *The Harp* and booklets. They were all very eager for the books but had no money and one of them said to Sr. A.: 'White folks, I sho wants them books, and I knows you's gwiue to sell 'em 'fo you gits to town. Won't you please let me take these books and leave you de money at Roper & Jones store? I'll sho git de money when I gits to town.' He took the books with him and, true to his word, made good his promise.

"We left books at the homes of the best and most prosperous-looking people in the country, all of whom were white people; and we can not help but hope that the precious truths contained therein will open their eyes and cause the rich blessings of the Lord to flow into their lives."

W. D. ARCHER—*Ocolona, Miss.*

Combination of Books

The report of IBSA Week indicates that there are a great number of individual volumes being sold. There has been much progress made in canvassing for combinations of books, as instead of booklet combinations; but we believe that the three-volume offer at $1.18 and the two-volume offer at 78c (with two booklets at 99c) are not being presented with the full emphasis of their bargain value, and consequently the workers drop too quickly to a lower-priced combination. Our records indicate that there were about 1873 $1.18 combinations sold during IBSA Week, about 1325 78c combinations and about 32,022 individual copies of *The Harp, Deliverance* or *Creation*. Of course, much of this may be accounted for as errors in reporting; but even if we make all due allowance for such errors, there are still a great number of individual volumes being sold. We urge the workers to concern themselves with this problem and to specialize more with the offer of either four, three or two books. Sales during IBSA Week amounted to about 2.27 per worker, or about one book sold to every ten persons canvassed. Details of the work of IBSA Week are in the letter of instructions to the directors.

Your brethren in the Lord,
Watch Tower Bible & Tract Society

BULLETIN

September, 1928

"Seal not [do not keep secret—20th Cent. N. T.] the sayings of the prophecy of this book: for the time is at hand."—Rev. 22: 10.

THE ones to whom this command of the Lord is addressed are unmistakable. The Servant class of the Lord today are seeing the fulfilment of those prophetic wonders which the Apostle John saw in visions and signs and symbols. With stronger force, then, the Lord's command applies to them that they should not keep secret the sayings of the prophecy of God's Book; especially so since Jehovah himself is no longer making a secret of them, but is revealing his secrets to his Servant class by bringing to pass the things foretold in the prophecies of his Book.

Those who are wide-awake as the Lord's watchmen; those who are the Lord's "young men" and "see visions"; such see very clearly that "the time is at hand". There is no mistaking that our Savior's words find their proper location in these days: "The gospel must first be *published* among all nations." (Mark 13: 10) This is therefore no time for those who want to be obedient to the Lord's commandments to be mere bookworms and churchgoers by studying the Bible and the books explaining the Bible, either privately or in groups, and enjoying these truths by themselves and selfishly keeping these truths to themselves. Such are directly violating the Lord's command above and are 'keeping secret the [fulfilled] sayings of the prophecy of God's Word'.

The Lamb of God has broken the seals of the book, as God's Executive Officer. Let those who would follow the Lamb whithersoever he goeth "seal not" those things which the Lord declares must now be published to all the world for a testimony before the end comes. For this reason the Society is now making a herculean effort to publish millions upon millions of books and booklets for distribution among the peoples in their present suspense; for this reason it employs the radio to give the hungry peoples a luscious foretaste of what the books contain, so as to make them welcome the coming of the Lord's ambassadors with the books. "He that is unjust, let him be unjust still: and he which is filthy, let him be filthy still: and he that is righteous [under the 'robe of righteousness'], let him be righteous still: and he that is holy [unconditionally devoted to the Lord and his service], let him be holy still," and let him take the printed message of the Lord and circulate it far and wide among the public and thus "seal not the sayings of the prophecy of this book: for the time is at hand".

Getting Your Story To the People

Still working Catholic territory. The majority of people bitterly opposed. The priest must have warned them. A fe ware awakening, but afraid to take a stand. One woman, after telling me she believed that what I was telling her was God's plan, asked me if Pastor Russell wrote some of the publications. I told her that he did. She said she would not have the books if I gave them to her. Before I left she told me she was consecrated to the Lord and not to any church and would consider what I had told her as she believed I told the truth, that never again would she believe evil reports against any one, and wished me success.

S. C. PIERCE, *Bay City, Mich.*

When opposition is shown it is because people have listened to some one they depended upon and thought reliable. Consequently they are honest in their attitude. The worker should remember this. When he answers accusations with a true spirit of trying to help a misinformed one, he can pretty well depend upon truth-seekers' recognizing the truth of matters when presented to them. In territory where much opposition is manifest feel that one of your jobs is to get the truth to the people.

The Radio's Voice

If it were not for the radio it seems as though we would not sell any books; for every place where we sell books at the present time, we find that the people either have a radio or listen to our lectures some place else. For instance, I just ran across a place in my canvassing where the man invites people into his home every Monday evening. This is the evening we broadcast, and he has a large attendance.

One day one of the sisters was canvassing and she called on six houses where they all tune in on our lectures. She sold four $1.18 combinations, and of the other two one was very poor and the other a Catholic. We have found that when the people are too poor to buy, they get comfort from our lectures over the radio, and look forward to them; and it sure is making the "Dumb Dogs" angry.

Last week three different churches wanted Mr. Ritche to take us off and put them on the air, and he told them, "No." If they want to broadcast they can on Sunday, but nothing doing during the week days. That belongs to us. He certainly was proud to be on the hook-up. He told me somebody came to him and told him, "Why do you line yourself up with a small outfit like that?" Mr. Ritche showed that this isn't a very small outfit, since this big hook-up. He says that this is the greatest thing that could happen.

It sure makes the Catholics angry, because Mr. Ritche is an ex-4th degree Knight of Columbus, and I an ex-3rd degree. We have something in common, as we both know the inside of Knights of Columbus work. Mr. Ritche says that any time you have a national hook-up, count him in on the broadcast free of charge.

We had large audiences all over the city to hear Brother Rutherford's address. People were looking forward to it. We have two big write-ups in one paper and one in another. We also ran three big ads. Every word came in plainly, every one that listened in says that they received everything clear from start to finish and look forward to the next lecture.

JOHN SUCKLE, *Pueblo, Colo.*

"Anything to stop the message of the truth," seems to be the slogan of some. Hence it is well to inquire of the people who say that they appreciate the lectures whether they let the station know that they do appreciate them. Too often only those talk who complain. The satisfied ones take it for granted that, since they are not complaining, no complaints are being made; and consequently the great amount of correspondence received by radio stations is ouly of those who complain. Therefore urge those who appreciate the lectures to drop a card to the station; otherwise, even though the time is paid for, preacher influence can persuade the owner to think that more people would be satisfied with the station if it would broadcast so-called representative talks. In fact, it would be well for workers to drop a line to the owners of the station and tell them how many of those they called on listened to the lectures and appreciated them.

Somewhat Trapped, But Not Caught

I just want to tell you how I made a fool of myself and the Lord came to my rescue.

One day when I was canvassing, a man pointed at the books and said, "Just wait a minute. These are not Catholic books, are they?" This in a tone of voice as much as to say, "I wouldn't have them if they were."

I answered, "No, indeed," very emphatically.

Then he said, "Well, I wanted to know, because I am a Catholic!"

For about one-quarter of a second I felt like a helpless fool. Then I said, "If you were going to buy an encyclopedia, you wouldn't ask if it were Catholic, but you would expect it to tell the truth on all subjects, not giving favor to any party or class. These books are non-sectarian. When you were a child you learned the principles of arithmetic by learning the tables, addition, multiplication, etc. You got the key to arithmetic so that you could work any example. Now for instance, take the words "soul", "spirit," "hell," "God," "mighty one," etc. These books give the Hebrew and Greek meaning of all such words and passages that give one the key to the Bible. One can not help but understand the Bible when one gets the key. For instance, the Protestants teach and believe the dead go straight to heaven or hell, but when one knows the Greek and Hebrew meaning of the words "soul" and "spirit", one understands the Bible teaches no such doctrine. He took *Deliverance, Creation, The Harp, Where are the Dead?* and *Last Days.*

I can not explain just how I felt. I knew the Lord had turned my foolish blunder into success. I felt humbled and thankful to my heavenly Father and it made me realize more than ever that it is the Lord's battle and not ours and without him we can do nothing.

It was a lesson to me that I must never be so vehement again. That the books are neither Catholic nor Protestant. We call ourselves Protestant, but we are certainly not like the so-called Protestants. We are the real Protestants and they have ceased to be Protestants.

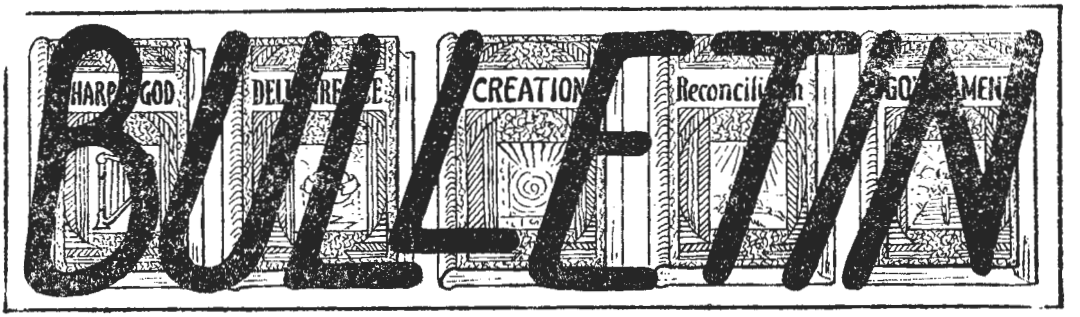
MRS. RICHARD SHAW, *Clay Center, Kans.*

Resourcefulness often turns what seems to be a lost opportunity into a real sale. When people have a reason for not buying the worker is provided with the best points for a canvass because he can then show them why they should have the books. People who give a reason as to why they do not want the literature appreciate that what they have investigated in the past has not been helpful to them. To them the Bible is still vague and almost meaningless. Workers only stand in defense of the Bible and that Jehovah is God, and they can best help inquiring minds to see the advantages that will be theirs if they use what the books offer them.

The outlook for the coming months is encouraging. Conditions will be even better than they have been during the past months, particularly in the rural sections and smaller towns that depend upon the farmers for business. Crops will be harvested and marketed, and the people in these sections will be better situated to purchase the literature. There will, however, be an obstacle to the work, one which the workers must themselves surmount; and that is to maintain the field activity at the same high level as it has been maintained during the past few months. Duties that encroach quite a bit upon the time that the workers can devote to the service seem to increase during the fall months.

But probably by cooperating one with another the workers can see that, so far as the class itself is concerned, as many as possible can continue to witness each week. This, of course, refers particularly to work aside from Sunday work. Each one has always had the opportunity to use most of Sunday in attending meetings held chiefly for the public, and the same time employed by each one in going to the public with the message is merely time used in a different way and to a better end. It is principally the canvassing during the week that is to be maintained at as high a point of activity as during the past few months.

It would be well if workers would plan what they will do during the next few months, particularly bringing up for discussion at the workers' meeting the plan that the director has been urged to submit. Discuss this plan and see how the time you can devote to the work can be fitted into the general plan for the ecclesia; and thus make it a success.



October, 1928

"Let my Lord but give the word, the herald bands will be a mighty host."—Psa. 68: 11, Rotherham.

THESE words, being a part of the sixty-eighth Psalm, have a very significant setting; and their very evident application is to our day, "the day of the Lord." Those who are of the class described by Joel as 'young men who see visions' now see that the time has come for Jehovah God to come forth and to reveal himself by an impressive demonstration of his power against all his enemies, Satan and all his organization, spiritual and earthly.

Appreciating that the time is at hand for him to take action for the vindication of his name, this remnant class pray the prayer given in the first verse of this Psalm: "Let God arise, let his enemies be scattered: let them also that hate him flee before him." This prayer being taken into the lips of the remnant shows that they have no sympathy for the Lord's enemies or those who hate him.

The remnant have lined themselves up behind Jehovah and his chief executive officer, Christ Jesus. They appreciate that the Lord will do the actual, literal fighting, whereas they are not to use carnal weapons while the conflict is going on. Their part is to take their stand uncompromisingly on his side, to declare themselves for him and his anointed King, and just as boldly to declare themselves against God's enemies, Satan and his organization.

In full accord with the "times and seasons" of God's plan and in full consistency with their understanding of the present state of affairs between God's organization and the diabolical enemy organization, the remnant by representative members thereof assembled in general convention at Detroit, last August 5, passed a resolution declaring themselves against Satan and for Jehovah, and by the greatest hookup of radio stations then possible they broadcast this declaration to the world which now lieth under the wicked one. They adopted as their battle-cry the slogan of God's chosen remnant of warriors in Gideon's day: "The sword of Jehovah and of his Anointed." They joyfully hailed the issuing of a fuller, clearer, and more comprehensive statement of the Lord's glorious kingdom of righteousness as contained in that latest book, *Government*.

Dear brethren, has the Lord given the word? Has he given us the signal for untiring aggressive action against the enemy organization and in support of his righteous government and earth's rightful Ruler? Has he given us his Word, put together in printed form in the Society's books in such an explanatory, orderly-connected way that not only his spirit-begotten children but also the peoples of the nations may understand it? If so, then what action will you take?

The prophecy above quoted shows what step Jehovah's remnant will take and are today taking. They have but to receive the message and the signal from the Lord through his regular channel, and at once they are ready to volunteer to herald his Word forth to all nations. They are not a "mighty host" in themselves but they are "strong in the Lord, and in the power of his might". The Lord will exclude you from the herald bands that publish his Word only if you by your course of action exclude yourself. To those who have not thus far appreciated their privileges of taking God's printed message and serving as a member of his "herald bands", the Lord lovingly yet warningly says: "Be zealous therefore, and repent." Let the word that the Lord has now given spur the appreciative, faithful ones tirelessly onward to the glory of Jehovah.

Two weeks have been set aside for distribution of the declaration adopted at Detroit, August 5. Beginning October 21 and continuing to November 4, exclusive attention will be devoted to the distribution of the five-cent booklet. This definite time is set aside so as to effect as wide a distribution of the booklet as possible in a short time. In order to attain this objective the method of procedure will be to concentrate all work in territory that will permit the greatest number of calls to be made in the time set aside. For instance, there are three Sundays included in the dates mentioned. The first Sunday's work should be in the small though well-settled towns outside of the largest town in the county of your assignment. The canvass to be used is brief and to the point. The workers should be enabled to make a greater number of calls with this booklet than they could in the same amount of time canvassing for the other books; and to do this it will be necessary for each worker to undertake a greater number of calls than ordinarily planned and, having agreed to make this number of calls, to manage their work accordingly.

Speed Essential

Work fast, but with due consideration and courtesy for those upon whom you call. Let your manner emphasize that your mission is an urgent one and that you have many other people to call on. If there is a disposition to engage in an argument or discussion of some topic, put this to the side with some apt remarks about your calling later at which time you will have more time to discuss matters.

The second Sunday's work should be in the more thickly populated sections of the city, particularly among the laboring classes. Here again the work should be undertaken early Sunday morning so as to enable you to call on the majority of the homes before the people leave for church and then to shift your work during church hours to sections of the territory known as of a non-church-going make-up.

The third Sunday could be devoted to other sections of the city, but always the selection of territory should be of the more populated sections. The rurals and small towns can be canvassed during this last Sunday, provided the thickly settled territory has already been reached.

Prepare for Emergencies

Considering the season of the year, it would be too much to expect that all days of the two weeks will be fair and without rain; and yet there is a work to be done and to be done quickly. Without seeming to be inconsiderate of the inconvenience to which workers will be put in rainy weather, we yet feel the real necessity of urging work during such weather. Progress will not be so great. More time will be required to make calls, but even a little work does much toward reaching the greatest possible number of people in the time set aside. Reserve for such days sections of the territory in which the houses have porches and will accommodate rainy-day canvassing. Then, taking due precautions for your health, go equipped with raincoat, umbrella, etc., and then when calling adjust yourself to the conditions of the home, and, if need be, offer to leave your umbrella on the outside; and if your raincoat is wet, offer to take it off. This will gain you an entrance. People do not want wet coats or umbrellas in a dry house, but consideration of the homes on which you call will show the courtesy that people will be quick to notice.

Plan Your Time

Speaking particularly to the sisters, we recommend that steps be taken to adjust your time during this two-week period so that you will be able to devote some hours each day to territory in the vicinity of your home. Of course this will require planning on the part of the director. He should know beforehand what territory you will work from your home during the week, and then he will reserve it and direct canvassing parties to territory beyond reach of the home. Among sisters probably each one can take the initiative in arranging duties or cooperating with other sisters who have homes, so that home duties can be cared for, such as, for instance, one sister serving as nurse for the children of all the others in the class so that the others can go out, and each one in the class taking a turn.

Begin Promptly

Keep in mind that the important feature of the drive is to begin on the day set and to end the special work with November 4. After November 4 any territory that has not been covered is to be covered in conjunction with the canvassing for the five-volume combination, or other combinations; but during the two weeks set aside strenuous effort and intense application will be required, in order to finish the work by November 4. The time has been chosen with due consideration of all the conditions involved, primarily from the standpoint of the interest of

field in the booklet and its message during the last week of October and the first week of November. The message is more apropos and more applicable during the time in which it is to be told, and the greatest effect can be expected from a witness that is given when the truth of the message is timed with the interests of the people.

"Last year when *Freedom for the Peoples* came out, I was working with the Springfield class. We would go out and place 5, 7, 9 or possibly 15 booklets, and the *Bulletin* said we should place 100. Finally I stumbled upon a canvass that enabled me to place 40, 80 or 100 in a day. One or two other friends adopted it and were as successful as I was, or even more so. Perhaps it will help some one else. So I am writing it to you, adapting it to our new booklet.

'Good morning. I represent Judge Rutherford, of New York. This is his lecture, "The Peoples Friend," that went forth from Detroit, Michigan, on August 5, in the greatest radio hook-up that ever took place in the world. This booklet shows the trouble and distress of the common peoples of earth, who is to blame for this condition, and our deliverance into life, liberty and happiness. We feel that the message this book contains is so vital to every man and woman on earth today that we are instructed to sell it for a nickel (if you have a nickel) or, if for any reason you haven't the money, to give it to you if you would like to read it.'

"The last part did the work. They might have 'No' written all over their faces, but when I came to 'if you have a nickel' a change would come in their expression and almost invariably they would say, 'Well, I guess I have a nickel,' or 'That's fair enough. I'll take one'. Of course we had to give away some, but the vast increase in sales more than made up for it."

ISABELLE C. SMITH, *Pioneer Colp.*

Know the Importance of Your Mission

One lady asked me what proof I had that the books I sell are the true interpretation of Bible. She said, "How am I to know your religion is different from the hundreds of others who claim to teach the Bible truths?"

She flatly refused to buy the books because she thought that I had no proofs that the books I was selling contained the truth of God's Word.

So I gave her the proof by quoting Matthew 24:14. I then asked her which church on earth that she knew of was giving a witness unto all nations that God's kingdom is being set up. She said she did not know of any. I took the *Prosperity* booklet and turned to page 54 and showed her how many books the I. B. S. A. was able to place in the hands of thinking Christians in only a short time.

I told her the books contain the message about the kingdom, and besides placing all those books in the homes of good people we are reaching millions of others by air on the radio. She at once called for the pocketbook and took the large set of three.

Directness Effective

Another experience I had which was interesting was with a doctor who said that he never did and never will buy anything of reading matter from any one at the door.

I told him that was too bad; for by so doing he might miss the opportunity to know the truth.

He said, "The truth about what?"

So I said, "Concerning the origin of man, the reason why he is here on earth, and what is his destiny."

He asked me to come in and, after answering the few questions he asked, he wanted the book *Deliverance* right away, and I gave him *Golden Age* No. 228. He promised to buy the two other books after he looks over *Deliverance.*

LENA PODWORNA, *Medfield, Mass.*

In the first case mentioned, the statement that you are merely helping them to understand the Bible, or something equally indirect, would hardly have clinched the interest. Here the worker seized upon an up-to-date condition, showed that the work was to be done, demonstrated that they had the conviction that they were doing the work that was foretold. People with a purpose are always interesting and welcome.

In the second case there was nothing but a prejudice against buying things at the door. Here again the worker stated directly why it was necessary to offer the books at the door. More and more, however, people are coming to appreciate the real service rendered by those who come to their homes with literature.

The Worker's Approach Important

Enclosed you will find my report card for work done in Detroit. My assignment seemed to be among the aristocrats. When we came to these wonderful mansions, I said to the friends, "We are going to change our plans. Let every one of you be just as natural as you can. Look at these people as poor suffering creatures and starving and yourselves as the great ones who have come to help them. Don't let the Devil put before you their standing in this world, but hold yourself far above them and as knowing that they need you."

We completed our assignment by 3.00 p. m. and had only a few books left. I finally adopted the plan of having the driver take the workers right up to the front door, just as though they were the owners, and stop at the door. The plan worked fine. Not the maid or butler, but the host came to the door. Just the one we wanted.

On one occasion we noticed an old gentleman coming out of the garden, smelling some flowers he had just picked. This time we did not call at the front door but at the wicket leading to the garden. When he got up to me I said, "This is the most beautiful place I ever looked at."

"Oh, do you think so?" was his reply.

I replied, "My friend, it puts me in mind of the Bible picture of the garden of Eden."

"Oh, you ought to have looked upon it about a month ago when all the roses were in bloom."

Here I began my canvass with *Creation,* following with *Reconciliation, Deliverance, Harp, Where are the Dead? Last Days, Lord's Return,* showing him that the whole earth will be made like his garden when the kingdom comes, and God will use man to make it so.

He said, "How much did you say the price was?"

As he handed me a two-dollar bill he said, "The books are mine now."

They were all lying on the grass, and as I said goodbye he picked them up and said, "I will have something to read now." S. S. GOODIN, *Colporteur.*

The methods to be employed should be adapted to the territory; and workers will enjoy good success if they even adapt what they say and how they will go about their work to the house where they are about to call. As you approach the house note such things as whether the house looks neat and tidy or whether it looks as though the people were well-fixed, of the working class, or poor. Remarks that are suited to the individual case come home to much better advantage. It gives the people you are talking to an important place in what you have to say.

The point emphasized in the following letter is a good one to keep in mind when calling at the different homes.

I learned many things at the convention which are very helpful, especially to always agree no matter what the prospect may say. The other day a man told me he never read and had his library full. I agreed and put the books all back in the case. Then I talked of the grain business and around to the education his children were getting in the school. He confided that he wished he had something to interest them in the church. In a few seconds he had *Creation.* F. B. LARSEN, *Colporteur.*

In addition to the work of distributing the booklet, endeavor to permit your methods to accomplish a twofold purpose. See that the manner in which you urge the reading is such as to awaken the interest and pave the way for the placing of the message in permanent form in the hands of the people. It is essential that the people read the booklet; and if they do, it will be found that the experience set forth in the following letter proves itself to be a real factor in effecting future results.

I once thought that the offer of booklets would retard the sale of books, but, on the contrary, they assist. For a psychological reason I offer booklets last, and in the following order: *wd, hl, lr, ld* and *ps.* In offering the books I use this order: *Deliverance, Harp, Creation, Reconciliation* and *Government.*

Another experience. One's first remarks are important. I begin with: "Judge Rutherford, the president of the International Bible Students Association, has written a number of Bible helps especially for the benefit, comfort and joy of the people." From here I go rapidly through the books, making some startling remark about each one and winding up within a couple of minutes with "all for only one ninety-eight, ordinarily the price of just one book". And I hold up the little library together so they can see it with backs of books turned toward them. I hesitate a little and then say, "Now the price of these books just covers the cost of production and distribution." From here on the answer is "yes" or "no".

L. BETOG, *Bronson, Kans.*

BULLETIN

November 1, 1928

Millions Hear the Message Again

The Battle-Cry of the Anointed Felt In Concerted Attack

The slogan, "The sword of the Lord and of his anointed," adopted at the Detroit (Mich.) convention, has taken like wild-fire, and has become the battle-cry of the anointed. This particularly directs our attention to the final charge of Gideon's band and associates it with the present campaign. The picture is undoubtedly set forth as an exhibition of complete devotion and loyalty to the Lord and his cause and of whole-hearted cooperation in his service.

That a similar condition of understanding and cooperation might exist in the Lord's army now, the *Bulletin* is going to contain all instructions and information regarding service matters, and the "Letter of Instructions to Directors" will be discontinued. The service committee is to consider the plan of action and submit it to the workers as heretofore, basing this plan upon the suggestions and recommendations in the *Bulletin*; but, that the workers may in turn intelligently consider these plans and suggest ways and means of more effectively carrying them out, the complete procedure will be outlined in the *Bulletin*, which will go to the workers and service committee alike, so that all will be acquainted with the campaigns therein recommended and can intelligently cooperate in carrying them to a successful conclusion.

The respective divisions of the Lord's army that directly contribute to the great witness now being given are the colporteurs, the class organizations, the production of books, and the radio. That all these divisions may cooperate with unity and understanding, a section of the *Bulletin* will be devoted to each one.

Early Reports of the Two-Week Drive Indicate It to Be a Big Success

Sunday, October 21, began what promises to be the most successful drive yet inaugurated. The spirit of the issue, "Jehovah, the peoples' Friend," has taken hold of the friends everywhere, impelling them to make this issue the biggest thing on earth.

It was only a little while ago that we were at the Detroit convention and heard Brother Rutherford deliver the most powerful lecture ever given for Jehovah and against Satan. However, this blessed privilege was not restricted to those who happened to be able to go to the convention. Thousands of the anointed in this country, Canada, Honolulu, Australia and the Isles of the Sea were thrilled by the same message also. And, in addition to these, millions of radio listeners heard it and were encouraged to hope for better things. You are privileged to help them realize this hope.

On October 21 thousands of the Lord's anointed went forth with this message in printed form, *The Peoples Friend*, determined to make this the greatest issue now before the people. The early reports coming to the office indicate that the Lord has richly blessed your efforts. The message of the hour will be given in a large portion of the field, and the Lord has permitted us to have a part in it. Many have gone into the field who have not regularly participated in the witness work. Our aim should be to stay in the service from this time forth. There is not a greater or better business on earth, regardless of what you may be engaged in. If you really want to make this business your business, take it to the Lord and watch for his leading.

Immediately after this campaign another mighty drive is being arranged for, this to

commence November 5 and to continue until January 1, 1929. The object of this drive is to get the best results from the *Peoples Friend* campaign and place in the hands of the people the complete outline of the Lord's provision for befriending them at this time.

Much of the effect of the *Freedom* booklet campaign last year was lost, due to the fact that most of the territory was not recanvassed for the other literature until from six to ten months after the drive. By that time the interest created by the booklet had considerably diminished, and in many cases its effect was lost entirely. Therefore, to forestall a recurrence of this condition, arrangements were made for the above campaign. Beginning November 5, every director is to call off the *Peoples Friend* drive for the present and arrange to have the territory which has been canvassed with *The Peoples Friend* recanvassed with the five-volume combination for $1.98. Some idea of the effect *The Peoples Friend* will have upon the people is shown by the following letter:

You mailed to me, on September 22, names of three parties who live in our assignment, and herewith I am giving report. These names were submitted on account of commendation of lecture, "Ruler for the People."

No. 1. County Superintendent of Sunday schools of Christian Church; much interested; wants all the literature later, to be delivered to him on September 23; five-book combination.

No. 2. Much interested; purchased five-book combination.

No. 3. Was very glad to hear the lecture, and also to receive the copy. Could not take the books at this time, but will take them later.

Similar expressions of appreciation have been received from all parts of the country, which indicates that many of the people realize their need of further information regarding this issue. What was true of those who heard the lecture and read it in *The Golden Age* will also be true of those who receive their copy of *The Peoples Friend* at home and read it. They will be just as anxious to know more about this issue. Our anointing by the Lord obligates us to carry this message to those who are in need of it. Therefore every service committee should arrange to reassign to the workers the same territory they had during the *Peoples Friend* drive. Each worker should make a careful analysis of his assignment and approach the people from the most favorable standpoint. Their experience of previously canvassing them for *The Peoples Friend* will have equipped them to do this effectively. One brother takes advantage of the "bigotry" issue, now prevalent throughout the country, to place *The Peoples Friend* in many homes. The same can be done with other books. After introducing himself and his work, he says, "This is a broad-minded non-sectarian work which proves that bigotry is of the Devil."

The facts indicate that the people will be ready for the message contained in the combination. Therefore, as pictured in Gideon's band, let every one press on in the great battle, and, when the time comes to switch the method of attack, let no one be negligent or self-willed, desiring to carry out personal preferences or desires; but rather let the whole class as a unit drop the booklet campaign immediately and take up the bound-volume drive which commences November 5. This offering as nearly as possible the same combination by every class from Maine to California will create a tremendous witness throughout the country. Going forward in battle array with one attack after another upon the enemy's organization will undoubtedly do a great deal more than if each individual or each ecclesia were to follow a haphazard course and do what they prefer.

Make the $1.98 combination the general offer to the people. Stick to it until you are sure it can not be placed. Do not drop too soon to a smaller combination. However, after you are convinced that the larger combination can not be placed, you will, of course, reduce your offer according to your judgment of what the prospect is able or willing to purchase. The main point is to stick to your original offer and keep your combination complete as far as possible. We believe that with the interest created by *The Peoples Friend* the people will take the combination if they think it is a set covering the entire issue. If conditions in your territory have been adverse and the majority of the people are hard-pressed for money, then the three new books may be offered for $1.28, or two of the new books and a booklet for $1.00; but push whatever combination is first presented by sticking to it until you are quite convinced that it can not be sold.

Study your territory. Discuss it at the workers' meeting. Decide at the workers' meeting what the territory will hold, with due consideration, of course, of the interest created by the *Peoples Friend* campaign, and then go forward as a unit, each worker presenting the combination in the various sections of the class territory that has been decided upon at the workers' meeting. For illustration, if it has been decided that Sections 4 and 6 of your territory will take

(Continued on page 4, column 1)

Pioneers to Stage Final Drive in Rurals

1100 Expected to Participate

November is here. Snow will soon come in the North and roads may not be so good in the South. So, all ye pioneers, let's make hay while the sun shines and put in the good days of the coming month in canvassing the rural districts. Out of 1140 regulars, don't you think there ought to be at least 1100 who could do this?

The farmers are really hungry for the message; and even though you can't make quite so many calls, judging from the experience of those working rural territory, you will average more sales in proportion to the number of calls made than in the city.

One brother sends us this report for rural districts in a county in South Dakota which has, including the towns, an average of only 14.3 persons per square mile. Without canvassing any of the towns this brother was able to place 1668 cloth-bound books and 786 booklets. We think that's pretty good; and surely it shows the possibilities in the rural work.

Now is the time to call on the farmers. They are just finishing the harvesting of their crops and should have some money with which to buy the books. They have been suffering much oppression and hardship in most places and are looking for some remedy. Why not give them something good to read during the coming winter months when they spend time reading the mail-order-house catalogues?

Let's go, pioneers. What do you say? Can't we make November the biggest month so far for canvassing rural territory?

Frail Sister Canvasses Rurals Without Car

Sister Otis Bowman has found a most interesting and effective way for canvassing the rural districts without an automobile. By using the mails to forward her books to her she has been able to cover all of the territory thoroughly and finds that she can place more books than when she used an automobile.

This is how she does it. First, by consulting a U. S. rural-route and post-office map, she figures up the number of calls to be made between each of the post offices along the route. Then she estimates the number of books it will take to work the territory between these points. The books are wrapped in separate packages, stamped and addressed to herself in care of the various post offices along the route. The packages are left with her landlady, or some friendly person, to be mailed to her at such times as will make certain their reaching the post office ahead of her arrival, so that when she gets there the books will be on hand. Full instructions for mailing are left with each package. Then she starts out on foot with sufficient books to last her until she reaches the first post office. She also carries in her bag a few changes of light clothing to last her for the week or two she will be on the road. By the time she reaches each post office her stock of books is depleted and she is ready to pick up the new supply. Without carrying a heavy load of books at any time, and for a few cents postage, she has been able to cover her territory with fine success.

Although frail in appearance, she writes, "I can usually canvass two post offices and the territory between in one day. You will be surprised how with an early start in the morning you can canvass for six miles. When evening comes I begin to look around for a place to stay. I notice the environment of the house and when I find a kindly disposed housewife who considers my books favorably and hesitates on account of the money, I suggest that she exchange a night's lodging for my books. I have not had any difficulty in getting accommodations. I give three books for the night's lodging, supper and breakfast, and another book for my dinner. After two months of this work I could see that this method had not tired me physically. It is just the opposite. It has increased my physical strength, endurance and vitality, and I have all joy in the work."

She says that she has cleared more above her expenses by this method than in any other way and that it has the advantage over other methods in that one is always right on the territory, ready to begin. No running to and fro is necessary.

Sell Books in Spite of "No Money"

Two colporteurs have sent us a list of sixty-four articles which they have taken in exchange for books in cases where the buyer has plead "No money". It reads like the inventory of a country store. Chickens, eggs and vegetables are taken by many colporteurs to a good advantage; but these two have taken articles which begin with almost every letter in the alphabet, ranging from dill pickles to dresses, under letter D; from mittens to mulberries, under M; and from turnips to tooth brushes, under the T's.

They haven't even slighted the V's, for there we find vanishing cream listed.

Where there's a will there's a way. Especially is this true when that will is the Father's will and when one is in earnest about this kingdom business. Does the Lord fulfil his promises to provide the necessary things of life for those who seek first the kingdom? Ask any pioneer, if you are in doubt.

Colporteurs Asked to Use New Forms

Some colporteurs are still using old report cards and order blanks and addressing mail to 18 Concord Street. New forms have been printed. If you have none of these send us your order on the regular slip for ordering supplies and destroy the old forms. Please remember to use the new forms in ordering and in giving notice of all changes of address. They reduce the work here a lot and assure accuracy.

New Field for Pioneers

The Society has decided to open business districts in all class territory to the pioneer colporteurs, except where those districts are being canvassed by the class. Winter territory is available in certain large cities of 100,000 or more population also. Of course the assignment to work any of this territory must first be received from this office; otherwise we shall not know which territory is being worked. Whereas business districts are to be open to pioneers for both winter and summer, winter territory among the homes in the cities is to be for the period from December 1 to April 15 only.

If any colporteurs wish to have an assignment of winter territory, please let us know where you would like to work. Among the cities which have reported, the following show sufficient uncanvassed territory to accommodate a number of pioneers in each place:

Hartford, Conn.	Trenton, N. J.
Chicago, Ill.	Syracuse, N. Y.
New Bedford, Mass.	Yonkers, N. Y.
Grand Rapids, Mich.	New York, N. Y.
St. Paul, Minn.	Toledo, Ohio
St. Louis, Mo.	Scranton, Pa.
Camden, N. J.	

Besides these there are many other cities which can take care of from one to three colporteurs.

(*Millions Hear Message*, continued from page 2)

only $1.00 combinations, then each worker in those sections should present that combination to the people; and if it has been deemed advisable to present the $1.98 combination in Sections 1 and 2 of your assignment, then each worker should present that combination. This will give a uniformity of action and will impress upon the neighborhood an appreciation of the harmony and unity of the message and the work.

Do not worry about the stock of "The Peoples Friend" you have on hand. Arrangements will be made in due course for another special drive with that booklet.

Advantages of Combination Drive

From November 1 until the new year the people of this country have what might be termed a spending orgy. They buy all manner of things with little or no consideration of their value, as long as the thing purchased happens to appeal to them. This condition has been created and developed by the adversary and his agents for the purpose of defrauding the people and advancing their own selfish interests. We can take advantage of this condition for the good of the people and for the glory of the Lord's name. We have the best combination of books in the world to offer them, when compared with other literature in the market today. The message that this combination contains exceeds everything else that can be considered. We have the most attractive-looking combination of books in the market. The new light-shade binding strongly appeals to the eye. In addition to the foregoing, the distribution of *The Peoples Friend* has created a market for these books at the present time that can not be overlooked.

In the December *Bulletin* we hope to have an outline of the campaign following January 1, as well as the quota of books, booklets and workers for the coming year.

Note for the Sharpshooters

In order that this branch of the Lord's organization may function more effectively and get greater cooperation from us, we request that all letters sent in by the sharpshooters be marked "Sharpshooter" in the left lower corner of the envelope and that the signature in every letter be followed by the letters "S. S." in capitals. This will facilitate the handling of your orders and remittances and will preclude errors. Kindly go over your report cards also, and if you have some old report cards which have not been marked, please place the letters 'S. S." in capitals in the left upper corner.

Your brethren in Christ,

Watch Tower Bible and Tract Society

WATCH TOWER BIBLE AND TRACT SOCIETY

BULLETIN

DECEMBER FIRST NINETEEN TWENTY-EIGHT

COLPORTEUR AND CLASS QUOTAS SET FOR 1929

4,000 Class Workers in the Field Weekly

2,350,000 Books and 3,000,000 Booklets Expected to Be Sold in the United States

The big drive is on! The fiscal year of the Society closed September 30. From that time forward the work is outlined for the ensuing year. In setting quotas for the classes and colporteurs for 1929, we have taken into consideration the work of 1928. We noted the increase of class workers and colporteurs and their sales. The Lord has made clear through *The Watch Tower* the necessity for giving this witness; and every one really interested in the Kingdom is going to do something. Didn't they make a big fuss over the election on November 6? The papers were full of Smith and Hoover. When these men are in a campaign for some political office all their time and attention is given to that work. Isn't it more important, then, that we get our big campaign for 1929 started, and make known the Kingdom among the peoples of earth? The Lord shows there will be only a few that will be faithful; but these few will be so well organized that the nations will be astounded at their campaign. The end will be the victory for the Lord brought about by his great power; but till then we will campaign for the King of kings.

Here is the plan for the classes. They have taken hold of the *Peoples' Friend* booklet wonderfully and it will have the effect of getting some new workers into active field service who haven't always been in the field each week. Last year the average number of workers per week was 3,588, which was a big increase over 1927; in fact an average of 1,182 more workers per week than in 1927. This year it is planned to have 4,000 workers. We are setting this as a goal for the number of workers during 1929. We should like to go away over that each week, but it all depends on you and your reports.

We all like to sell books. No? Oh yes; any one interested in having this message in the hands of the people likes to sell books because the books contain the message and the witness which Jehovah wants given, and the giving of this witness is just what "the servant" desires to do. The classes are all going to strive to put 900,000 books and 1,400,000 booklets in the hands of the people. Some one just said, "Why, that is over 2,000,000 all together." That's right. But just look at it this way. If every worker sells one five-book combination, three three-book combinations and five other cloth-bound books each month, it will be over 900,000 books; and if each worker sold seven booklets each week, it would be over 1,400,000. Well, that is different. By the Lord's grace we can do that. We shall let you know in the January 1 *Bulletin* how you got along in October and November, and hereafter we shall let you know each month. The five-cent booklets will not be included in the quota set for the classes or colporteurs, but all other booklets will be.

During the past year the increase in the pioneer colporteur work has been most heart-cheering. At the present time there are 1,160 pioneers, many of whom are in the South, or on their way there. Some are away out West and others in the North and some here in the East, where it snows and gets cold just as in other places. Anyway, they are going to try to stay in the work this winter, because they can get winter territory in the large cities where there are plenty of stores, apartments and homes close together. Before next October rolls around we hope to have 1,500 pioneer colporteurs in the field.

Sometimes you forget to report, don't you? But this year you won't, because you have a quota to work for and if you and a few others don't send in report cards that means we can not add it in. Last year's records show that if we have only 900 pioneers reporting regularly this year you can sell 1,450,000 cloth-bound books and 1,600,000 booklets. And somebody says, "Why, that is over 3,000,000!" You are right again. We believe you can do it, so your quota is going to be 1,450,000 books and 1,600,000 booklets.

The auxiliary colporteur work has been encouraged by the Society, and the friends have engaged in it. We have great hopes for them this year. At the present time there are 744 in the work, a great increase over any previous year. These brethren, we know, want to have a quota, and so we have set one for them. Throughout the year we shall try to get 1,000 into the work as auxiliary colporteurs spending ten hours each week, exclusive of Sundays, in canvassing from door to door. Auxiliary colporteurs work in conjunc-

(Continued page 2, col. 3)

Concerted Attack Begins with New Year

Details of the Campaign Which Commences January 1

Drive Exceeded Expectations

Classes Advise that Eighty Percent of Canvasses Resulted in Sales

The *Peoples' Friend* drive exceeded our expectations. From all parts of the country classes advise that from eighty to eighty-five percent of canvasses made among literate English-speaking people resulted in sales of the booklet. The political issue which has been before the people of the country during recent months undoubtedly contributed a great deal to the effectiveness of the campaign. It made the title, "The Peoples' Friend," stand out with unusual prominence and suggested an answer to a question that had arisen in the people's minds a great many times during the presidential campaign. In this way the Lord overrules the affairs of men and nations so that unknown to themselves they contribute to the accomplishment of his purposes. This should encourage all his people to be on the alert to take advantage of the openings thus provided by the Lord. The director of the Houston, Texas, class says, "The great drive is over, and our booklets, *The Peoples' Friend*, are all out. This work was one of the greatest concentrated witness works we have had for some time. Please advise if more of *The Peoples' Friend* are available at this time."

A colporteur sister advises in this connection, "The class asked me to cooperate in putting out *The Peoples' Friend*. I never saw anything go as it does. I worked two little towns Saturday afternoon. Only one man turned me down. Every house bought some."

This drive brought out many features which were not formerly stressed but which have proved a great help in making this campaign a success. Prominent amongst these is the fact that many English classes felt that their consignment of *The Peoples' Friend* was more than they could handle. However, the consignment was really conservative for the number of families assigned to the class, so that, if a proper witness was to be given in the terri-

(Continued page 2, col. 1)

Will Prepare the Friends for Action

We know you are wondering what method of attack will be adopted by the Lord's army after New Year; and that each one of you may be ready to participate in this attack, we are outlining it in detail here. Commencing with January 1, and continuing until January 20, *The Peoples' Friend* campaign is again to be strenuously pushed in your most thickly populated territory not already covered with that booklet. During this period every effort should be made to reach all the territory that can be worked with the message during the winter, working the cities and larger towns first. This period allows for New Year's Day, which is a holiday for practically all the friends, and three Saturday afternoons and two Sundays which can be almost entirely devoted to this drive. Week-end parties to the larger centers can be arranged for, the friends staying over Saturday afternoon until Sunday and cleaning up the territory in that way. Little local convention picnics could be arranged for Saturday and Sunday, when the friends could take their lunch and a supply of *Peoples' Friend* booklets and devote the whole day to the work, having their lunch at the home of some friend or interested party in the locality. These are only two suggestions that might be followed. Undoubtedly each service committee can formulate plans and arrangements that will make these holidays profitable and effective in the distribution of the message.

Watchtower Network

Broadcasting of the weekly WATCHTOWER Hour through the newly organized WATCHTOWER chain of radio stations began Sunday, November 18. Every Sunday morning, from 10 to 11 (Eastern Standard time), this WATCHTOWER program, including lecture by Judge Rutherford, may be heard over the following stations:

WBBR New York; WOV New York; WCSH Portland, Me.; WOKO Poughkeepsie, New York; WFBL Syracuse, New York; WODA Paterson, N. J.; WGBI Scranton, Pa.; KQV Pittsburgh, Pa.; WHK Cleveland, Ohio; WMAL Washington, D. C.; WOL Washington, D. C.; WTAR Norfolk, Va.; WBT Charlotte, N. C.

It would be well if the classes distributed the Society's new "Radio Slip" while canvassing. We can print these for any class at $1.50 per 1000. This slip, similar to our book question slip, lists the chain stations and at the same time invites all to listen in and read our books. These are not charged to class accounts.

Colporteurs Begin Winter Campaign

Many Now Enroute to Southern Territory

Winter Assignments in Cities Also Popular

In times past the month of December usually saw the colporteur list shrink to about three hundred regular colporteurs. But not so this year. It is thrilling to see how those who really love the Lord above everything else in life are determined to keep in the work in spite of bad weather, bad roads and bad everything else. If one is looking for an excuse to drop out of the work, the Devil will provide it; but if one really wants to continue, don't you believe that the Lord is just as able to provide? Of course he is.

One of his provisions has been winter pioneer territory in some of the large cities; and at the time the *Bulletin* goes to press there have been one hundred colporteurs who have taken advantage of this. Many others have made long trips to the South and the Southwest. And why? It's because they love the Lord so much that they just can't keep quiet. There has been a regular swarm of house-cars, tin-Lizzies, trailers, and almost every kind of contraption on wheels, gliding, rattling, bumping and shaking its way southward in order to carry the message of God's kingdom to the people. Such is the advance of the little band of singers of the Lord's army against the enemy.

Some of the large cities in the North have been making preparations for their pioneer guests. In one class there is to be a pioneer camp so that all the colporteurs there may have the benefit of cooperative buying of food, as well as cheaper housing accommodations.

City territory is proving popular for winter work on account of the houses' being close together. Apartments are especially good for cold and stormy days, since they give one the opportunity to get thawed out a bit or to keep dry. Not all towns have many of these, but in almost all of them a few can be found above the stores. Classes, as well as colporteurs, would do well not to overlook such places. In times past some have hesitated about going into them, thinking that they are stores, but in most cases you will find them to be dwelling-places.

Where there's fire in one's bones, there's no danger of cold feet.

Workers Like to Canvass for Five-Book Combination

Colporteur Makes Successful Experiment

Have you been canvassing with the five-book combination? Maybe you haven't tried it. If not, you are missing a good opportunity.

One colporteur recently told us that he made an experiment with it, selecting a rather thickly populated territory. On the first day he spent his time canvassing for the $1.00 combination. On the next he used the $1.98. At the end of both days, he found that the total number of books sold was approximately the same. From this he concluded to always offer the five-book combination, especially whenever he got into scattered territory, where his daily number of calls would be few, in order to make the most of each one.

That's a good suggestion. Why not try it? If this colporteur, who has been specializing for a long time on the smaller combination, can sell in one day as many books with the larger combination, with which he has had little experience, don't you think it reasonable to conclude that after becoming more familiar with the larger combination he will be able to even surpass his previous results?

Another brother writes, "From my thus far very short trial of the new offer, it seems that it is financially, as well as otherwise, a success."

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tory, the quantity consigned should be distributed. In an endeavor to solve this problem we found, in every case, that foreign classes in the immediate vicinity were very glad to cooperate; and in practically all the cases above mentioned the English classes found that their consignments not only were within reach but came far short of what their territory would consume. In this connection it is well to keep in mind that although it is necessary for various nationalities to have their own ecclesias so that they may witness to their people more effectively, at the same time all the ecclesias, regardless of nationality, have a common objective, and that is to magnify the name of our God; so that on occasions when a special drive is staged the directors of the English ecclesias should feel at liberty to invite all the foreign classes within the boundaries of the territory assignment to cooperate with them in making the campaign a success.

A complete report covering the two weeks set aside for the *Peoples' Friend* distribution is not yet at hand. Some of the nearby classes and colporteurs have not yet sent in a complete report for the week ending November 4; so we can not let you have the final figures as we had hoped to do.

We feel that this is a good place to call your attention again to the difficulties with which we are confronted if you do not report promptly and regularly. In this issue of the *Bulletin* we had anticipated presenting the figures showing the progress of the classes as compared with their quota for the month of October; but we find that we have not yet received all the October reports. Each worker and colporteur, as well as members of the service committees, should recognize their responsibility in this connection to do all in their power to see that we get reports as soon as possible. If we were to stress this item in accordance with its importance we should devote the whole *Bulletin* to it; but we trust that a word to the wise will be sufficient.

Christmas Season Not to Stop Lord's Work

Suggestions Offered for Selling Books as Presents

The Christmas season approaches, with its made rush for buying something to give to some one else; with its crowds, jabbed ribs, stepped-on toes, crying babies, tired mothers and worn-out clerks. The Devil's machine has certainly commercialized the spirit of giving, and his organization is robbing the people with its inflated prices. In past years many of us have set aside serving the Lord for the month of December so that we too might join the crowd. But why should we? Hasn't the Lord something more important for us to do? Isn't the truth about God's divine plan the best gift that we can possibly give to any one? If we don't think so, then we might just as well start running a peanut stand as to go canvassing.

"But," some say, "what's the use of going canvassing this month? People don't want to buy books on the Bible to give to their friends and they are not thinking of buying something for themselves. They are spending money, but not for our books."

Now we are all interested in taking advantage of every opportunity to magnify the Lord's name, and of course each would like to be able to place a lot of books in the hands of the people for themselves and for their friends. How then can we show them that our books would make a desirable present?

The question which naturally comes into the person's mind is, "What will my friend think of me if I give him these books?" Why not try to answer his question before he has the opportunity to think of it? How can this be done?

First convince yourself that you have the best thing that one can possibly get, either for himself or for a present. If you don't believe it, you certainly won't be able to convince any one else. Then open your canvass with some such statement as this: "If you are looking for a present to give to a close friend, or a near relative, your mother, father, brother, sister or cousin, I have something in which you will be interested and which they will appreciate very much." Since during this month all are thinking of buying presents, they are looking for gift suggestions and appreciate them if they are made to appear attractive. Price is also an important consideration. As you show them the books, make some such statement as "They are of great value but cost so little that you will be astonished at the price. There has been no increase for the Christmas season". Points such as the following help to convince one of their value as a gift and to show how much the five-book combination would be appreciated by the one who receives it:

(1) Their wide circulation of millions of copies.

(2) Their being considered internationally as books of authority on the Bible, being translated into many different languages.

(3) Their being widely known and read because of the great radio campaign.

(4) How many are buying the combinations as gifts and are so impressed with them that they are taking an extra set for themselves.

(5) The beautiful colors, pictures, and the reference feature of the books, making them an ideal library which is always appreciated.

(6) The enjoyable discussions that they will stimulate if given to a friend.

(7) The many pleasant evenings that they will afford during the cold winter months.

(8) Their helpfulness to some one who is sick or in trouble, to the mother or Sunday school teacher in instructing the children, to the man interested in world conditions, science, the Bible, etc.

The Society is not in favor of the Devil's plan of commercialized giving, but it does believe that since this is the custom, we might just as well make the best of it. It certainly will not do us or any one else any good for us to sit back, fold our hands and say, "I can't do anything because of Christmas." Surely it will be more pleasing to the Lord for us to offer the people something that will be a lasting good to them and their friends and at least to grant them the opportunity of making their gifts something worth while.

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tion with the service director in their town and get their territory from him; they also report the sale of books to him, which will be included in the class quota each month. But, in addition to this report, they send in a report to the Colporteur Department, and a record is kept of them. This will be tabulated monthly, and their report as auxiliary colporteurs will be given. Their quota will be 250,000 books and 350,000 booklets.

Our reports throughout the year will show the auxiliary colporteur sales and the number engaged in that work, the class sales and workers (which also includes the auxiliary colporteur sales because they report to the service director of the class as well as to the Society), and the pioneer colporteurs and their sales. We hope that you will get real joy in following these reports month by month; we know we shall. Watch for next month's *Bulletin*.

Many of the classes set quotas for the year. So do some class workers and colporteurs. This is a very good thing to do, because it keeps you in touch with the progress of your work. Since the Society always begins the year with October 1, and, of course, ends it the following September 30, it would be well for the classes to set their quotas for the same period.

Remitting for Subscriptions

Colporteurs need not make out separate money orders for the *Watch Tower* and *Golden Age* subscriptions which they send us from time to time, since these are all handled by the Colporteur Department. One remittance for both subscriptions will be sufficient.

BULLETIN

SPECIAL COLPORTEUR EDITION

TO THE LORD'S FIELD FORCE:

IN the United States, Canada and Newfoundland there are now more than fourteen hundred colporteurs. They are zealous, earnest and enthusiastic. You are one of them. In addition thereto nearly every important city in the land has a class organization that is awake to the importance of the hour. These are bringing the message of good news to the people. The time has come when God's Name shall be exalted in the earth. "Proclaim his name, declare his doings among the people, make mention that his Name is exalted." (Isaiah 12: 4, margin). In times of old God "made a name for himself". (2 Samuel 7: 23). It was a great privilege then to be on the Lord's side. Now Satan's world has ended. The great battle of Armageddon is approaching. God has placed his King upon his throne; and now Jehovah's Name shall be exalted amongst the people. To his faithful servants Jehovah says: "Ye are my witnesses that I am God." Never was such a privilege granted to man as that now offered to God's anointed. Jehovah bids these to go and tell the groaning creation to wipe away their tears, lift up their heads and learn that the day of deliverance and the time for a righteous government has come. When the people see it they will greatly rejoice. It is a real joy to bring a message of consolation to the people and even a greater joy to have a part in vindicating the name of our loving God.

Every anointed one in the field of service is the ambassador of the Lord and a comforter to the people. The joyful organization of Zion is marching on to complete victory under the leadership of earth's rightful Governor. Those who walk in the light have partnership with God and with Christ in lifting the burdens from the heart of man. What a marvelous occupation this; and you have a part in it!

Your joy and zeal will serve as an example and encouragement to others to enter the field of service and be witnesses unto the Lord. Be of good courage and know that the Lord loves you because of your love and devotion to him and that he will preserve and keep you. I give thanks unto my God that I am privileged to be a soldier with you in the army of the Lord.

With much love and best wishes,

Your brother and servant by his grace,

J. Rutherford

BULLETIN

SPECIAL COLPORTEUR EDITION

Dear Brethren:

Greetings in the fellowship of Christ!

Any colporteur's success in the field depends primarily on his love for the Lord and his trust in him, his absolute confidence in the divine plan, and his regularity and perseverance in the work.

Trusting in the Lord

Only the Lord's blessing makes at all possible the magnificent work which the colporteurs are doing in the field. The Lord loves immensely this little band of thoroughly consecrated and fully devoted ones, and there is no doubt that they are special objects of his protection and blessing. They have left all to follow in Jesus' footsteps, giving all their understanding, all their heart, all their soul and all their strength to witnessing that Jehovah is God. Could any human being do more than that? Surely not! No wonder the Lord loves them and watches over them. Therefore, dear brethren, go forth in the strength of the Lord. Ask him each day to use you to bring honor to his Name, to bless you as you serve him and to sustain you as he has promised; and the great Creator, whose promises never fail, will provide for those who "seek first the kingdom of God and his righteousness".

Faith in the Divine Plan

Absolutely essential to success in placing the literature is unswerving faith in the divine plan. To the extent that one really believes the divine plan and visualizes the establishment of God's kingdom on earth, to that extent his words and actions will display his faith. This, in our judgment, is, next to the blessing of the Lord, the foundation of success in the work. If one's words and actions, his whole being, radiates his positive faith in what he is presenting, people are convinced. It's not so much a matter of education, grammar, etc., as it is the conviction that one is right. Some of the apostles, while ignorant and unlearned men, were able, by the spirit of the Lord and by their own faith in what they were saying, to bring thousands to a knowledge of the truth in one day.

Don't be timid! You are an ambassador of the great Jehovah God! Don't be afraid of any person on earth! You have something which every last one of them wants; and if only they really knew what you have, they would hunt you up to get it. You have something for them far more important than food or raiment—you have eternal life for them. Before you can convince any one to take the literature, you yourself must be so thoroughly convinced that you have the only thing in life worth while that it sticks out all over you. Thus writes a successful colporteur who has been in the service many years:

In giving the witness to people who can scarcely get the necessary food, let alone books, it is necessary to impress them (1) with their need of our message; (2) with the unselfish and sympathetic motive behind our work; (3) with the phenomenally low price of our literature; (4) that the message is of greater importance and value to them than money, food, or clothes; (5) that the price is so very small that they can afford it. In many, many cases, this seems to be accomplished successfully only by the canvass for the set of ten books. A good canvass for the set of ten will prove the first four points to all who are of the meek and teachable class; it will sell to many of them, but of course it will fail in the majority of cases. However, by your victory

in proving your first four points, you are now in a position to make a quick flank movement with Number 5, by dropping off the set of seven, and on down till you have reached your prospect's ability to purchase. Four-fifths of the victory lies in the canvass for the set of ten. That last dollar bill, that last fifty-cent piece, that last dime or nickel, will be frozen fast, unless you have thawed and jolted it loose with the canvass for the set.

Despite the fact that unending bank failures, the great Florida hurricane a year and a half ago, the collapse of the Florida "boom" and the general depression, I am happy in the Lord's providence to be privileged to enclose herewith the report of my banner week of sales for more than a year and a half. In September, 1926, I sold an exactly equal number of bound volumes and subscriptions, but only 47 booklets, as against the 136 sold during the week just ending tonight. In the former week, too, I had placed 17 full sets; whereas the 180 volumes this week comprise only seven sets of *Scripture Studies*, and many more of *The Harp, Deliverance and Creation;* which indicates many more sales and hence a wider witness than in the other big week of a year and a half ago, up in West Virginia, where financial conditions were not so bad.

I thought, last year, that I had had phenomenal success in these terrible conditions just after the hurricane. The condition, which was then acute, has now become chronic and really worse. Then people were making repairs with the money which they had left over; now thousands are flat broke, with no ray of hope for the future. Their standards of living have been terribly reduced by necessity; and dismally and heart-brokenly they are endeavoring to readjust themselves to their straitened circumstances as they face their declining years, for it was largely the middle-aged and old who came to Florida's sunny clime "for the rest of their lives". To such an extent is this true that the district in which I have been working recently is sometimes dubbed "the old men's paradise". Translated into terms of human life, this phrase means that hundreds of old men in their declining years, their life partner silent in the dust, their life's earnings crumbled into ashes, are to be found living in little huts and shacks—many of them built out of flood trash after the great storm and without anything but the barest necessities of existence in them—facing their declining health and strength and multiplying years alone, and without God and without hope in the world.

Corresponding to this increase of distress and to my own surprise, my sales of literature have correspondingly increased. As an illustration of how the Lord is "opening the ears of men" preparatory to "sealing their instruction" (Job 33: 16, 17), I submit a comparison of the figures of last year with those for this year up to and including March 24 in each case:

	January 1 to March 24, 1927	January 1 to March 24, 1928
Days worked	69	54
Bound vols. and subs. sold	1103	1096
Booklets sold	250	925
Average hours a day worked	5.88	6.32
Average vols. sold a day	15.98	20.3
Average daily cash receipts	$8.75	$9.94
Average profit (about)	55%	63½%
Average profit a day	$4.81	$6.31

And now some one asks, How do you manage to get the people in such pitiful financial circumstances to spend their money so liberally for books? And some one else, by their shrug and mingled expression of surprise and disapproval, if not of scorn, asks, And how does the brother have the heart to take their money and then tabulate and rejoice in his increased daily profits of $6.31?

I verily believe that it is this second question latent in the minds of the friends, but seldom expressed to anybody, which bars the door of success to many as witnesses for Jehovah God. The only answer to these questions that I have, and the only effective way to overcome these two great difficulties of which I know, is suggested in the text, "Have faith in God."

For example, I was eating dinner with an old-time brother and sister in the truth who are comfortably fixed, out of debt and with no family obligations. I have known and loved them dearly for years, but they have not become active in the service, as yet. Speaking of his neighbor, who had read *The Golden Age* and was showing some interest, I suggested that he go to him and take his subscription for *The Golden Age* for a year. The brother's reply was most discouraging and disappointing to me: "Oh, I'll *give* it to him; he has a family and is having a hard time. I can afford it better than he can."

Again, passing through a region not in my territory, I recalled having heard of an isolated sister who lived near where I had to pass. I took a little time off to look her up. She was, of course, happy to see a brother in the truth. She is the wife of a poor fisherman and has to peddle the fish to help make a living. She has her box of books, and was delighted to report that it was getting nearly empty. But sad to relate, her booklets were supplied to her free by another isolated sister in better financial circumstances, and while she *sold* the

fish to the poor people for *cash*, she *gave away* the books to the poor.

All of which being interpreted in plain English means that the dear brother thinks that shoes for the kiddies are more important than the message of Almighty God; and the dear sister thinks that fish is more valuable to the poor world than the bread of life. To wear the wedding garment means to do God's work in God's way. If it were his way to sell fish and give away books, then that would be most commendable.

Answering your question directly, then, as to how I meet the reply, "No money," I would say: I meet it first of all by fully convincing myself that I have something far more important and more valuable than money, shoes or fish.

In 1921 and 1922 when the profit per book was less than now, I was never cramped for funds. The Lord supplied all my needs for the work, including a car and the necessary gas and tires to run it. I never went in debt for a moment. The moral is, Have Faith in God! Go out into the pioneer work whole-heartedly and starve to death if your Creator can not make good his promise!!!—Matthew 6: 33.

Remember this, dear brethren, every one you talk to will consider your proposition only as important as you make it to them.

Regularity in Your Work

You can not hope for success in the colporteur work unless you hammer away at it. We believe that in most cases where brethren are unable to make a go of it, the fault is due to irregularity in the work. It is just as necessary to have regular hours every day to insure success in the colporteur work as it is in any business. You surely would not expect success in anything done in a hit-or-miss way. Remember that proficiency comes with experience; the more experience, the more proficiency.

Do not let a day of poor sales keep you out of the field the next day. This you know: The Lord desires you to be active in his service. The adversary considers one actively proclaiming the message of the kingdom more dangerous than tens or hundreds believing the truth but taking no active part in its proclamation. Discouragement is the adversary's most effective weapon. The Lord may sometimes permit his people to be subjected to discouraging experiences to test their loving devotion to him. Remember that good territory is made so by the zeal and effort of the worker. The territory where you are is just as good as you yourself make it, *only keep at it consistently.*

The Canvass

Most colporteurs find it unwise to use word-for-word the canvass of any one else; and we can see why this is so. The canvass reflects the personality, and that used successfully by some does not seem to fit other brethren. It is important that you "be yourself". Use the main points of other brethren's canvasses if you desire, but let your canvass be in your own words and come from your heart.

The opening remarks of calls are very important ones. If, when calling, you can make some remark that will engage the person's attention, you are almost certain to be given a hearing. If, however, you have not proven yourself interesting in the first few remarks, people may feel themselves justified in slamming the door; some impolite people may actually slam the door in your face. But if your opening remarks are unique, you will, at least, have left them something to think about. Probably their curiosity will be aroused, and they will not be so rude to the next caller.

The opening remarks that a great many successful colporteurs are using at the time of this writing, have reference to the radio broadcasting by Judge Rutherford. Most people have radios, and it is astounding how many people gladly receive colporteurs when the canvass is opened by referring to the Society's work over the radio. Instances have been found where money was laid aside by listeners-in waiting for colporteurs to call. Here are a few samples of opening remarks:

1. Judge Rutherford has asked me to call on you.

2. Did you hear Judge Rutherford's last famous lecture over the radio?

3. May I have just two minutes of your time? You probably have heard of the world's greatest radio hook-up for Judge Rutherford.

It may be that some current event or mention of some local problem will make interesting opening remarks.

After gaining attention, the interest must be sustained. Much can be accomplished in developing interest if you are able to make the per-

son you are addressing feel at ease. People feel that before a stranger they must demonstrate their breeding, manners, etc., consequently they are not natural. If through some word or act you can establish a friendly feeling, they are more likely to enter into what you are saying. Arguments and statements advanced coldly or stoically or as a matter of fact hardly contain the warmth of feeling that encourages friendliness. Hence, if your remarks encourage their entering into what you are saying, not to the extent of making comments, but by an affirmative nod of the head or "yes" or "no", you can be certain that they are following you and listening to what you are saying and are not embarrassed in your presence.

Arguments that are direct and specific, and that tend to be conclusive, may seem almost rude to the persons you are addressing. The impression is left that what you have to say on the subject is the last word and that anything further is superfluous; whereas what you are saying, or rather the way you say what you have to say, should be in a way that encourages them to discover things for themselves. In this manner you are supplying subject-matter for their imagination and leaving it to them to reach the conclusion. Oftentimes when the prospect has not discovered anything himself, he feels that you have mentioned all the points, and that these points hardly warrant purchasing.

It is well to make your remarks personal. Address the prospect by using personal pronouns such as "you," "yours," etc. By putting the person you are addressing into your remarks, you become interesting to him.

When talking, it is well to present new ideas rather than to mention old ideas and to show where they are wrong. In so doing you grant that the prospect holds the right idea, and he likes to think that your estimation of him is a high one.

During the first few weeks it will be well to watch the results of your canvass. Its effectiveness should be judged by the proportion of sales made to the number of persons who have heard your entire canvass, rather than by the number of calls. Meantime, experience will increase your ability, and greater results are assured. Watching these points during your first few weeks of service will tend to make you alert to the attitude of the people, and will acquaint you with the methods of meeting their viewpoint, which has much to do with your placing literature in their homes.

As well arranged as your canvass may be, it generally fails in effect unless it is suited to the person addressed. Experience will help you to be a judge of human nature, and thus to make your remarks individual. Fit your canvass to the person you are canvassing, remembering that business men will probably be more interested in world conditions; housewives are more likely to be interested in the price of food, local troubles or the remedy for home difficulties; rich people will be glad to hear of a time of stability coming, as they do not like to hear about trouble; the poor will welcome anything proving that relief from oppression is coming soon; farmers will be glad to hear of farm relief; those mourning for the dead will be interested in the kingdom message of resurrection; and almost everybody will rejoice to learn of the new government to be established that will bring righteousness and justice to all people.

Be brief as possible. Many colporteurs on entering the work made the mistake of making their canvasses too long. Don't tell people all you know about the divine plan. Give them just enough to make them curious, so they will want the literature. Two or three minutes is plenty for the length of a canvass. You will learn after some experience just how to make an orderly arrangement of your points. Save your best point for the last, and make it a climax.

If your call is to be a successful one, judged from the standpoint of making a sale or of delivering a witness, *you* will have to manage it. You know what you have to say. If attempts are made to inject comments along other lines of thought, such should be respectfully considered; deal with them briefly, and then return to the point you were making when interrupted. Seldom will the interruption be repeated; for your method demonstrates that you have a certain mission and that you intend keeping to the object of your call.

If you are interrupted with a question, politely answer it as briefly as is consistent, and then return to the point where you were in the

canvass. An interruption should be looked upon as an indication that you did not have the interest of the person entirely engaged. Hence take the hint, and support your canvass with more direct remarks.

If, from the prospect's remarks and actions, you find that he is ready to decide, attempt to close the sale. Remember that the decision once given is hard to reverse. If the prospect hesitates, present a point or two more. Do not give the prospect up too soon. Ofttimes a few more remarks will result in a sale. Forceful suggestions such as, "Keep this book and start your reading tonight" tend to incite action. This is better than, "Wouldn't you like to have a copy?" It is also better than being arbitrary, as, "You owe it to yourself to have this book."

Necessity for re-canvassing people when you make delivery, is generally the result of reconsideration. They feel that they acted on the spur of the moment and without due reflection. As they think the matter over, the reasons for purchase do not seem so plausible, especially since you are not present to emphasize them. This sometimes happens when quick sale is made, and generally the book is not read.

Some steps to avert this can be taken by the worker in bringing to their attention in a sort of off-hand way how the book can be used, the various interesting subjects it treats, etc. For instance, single out some scripture not generally understood and locate its explanation. In these examples do not disclose what the explanation is; rather leave them looking forward to using the book in the manner you suggested to them.

People like to be able to point out to their friends some good reasons for purchasing an article; and if workers can supply them with these reasons, they assure delivery. If orders are taken from several in the same vicinity, supply each with different or additional reasons where possible.

Meeting Objections

One of the problems of which colporteurs write us is: How to demonstrate to the indivdual himself that he needs the books and that they are a necessary part of his life. We know they need the books; but how can this be made to assert itself to the extent of purchasing?

One way to accomplish this is to talk of the application of the books to today; the wealth of information they contain of world-wide happenings, their cause and reason; that the good things they speak of are not twenty, forty, or fifty years distant, but within their reach; how the information will aid in obtaining life and happiness. Then assume that the prospect is about to purchase, and picture his using the book a week from today in a comfortable chair and room.

Thus the matter is made tangible and within their comprehension, as contrasted with looking forward to life after death, which to them, in most cases, is forty to sixty years distant; and the matter of present importance is that of obtaining a livelihood and provisions for the immediate future. They are likely to have concluded that old age will provide ample time for looking into the life to come.

Probably, however, the most frequent excuse for not purchasing is "No money." We asked one of our most successful colporteurs, who for years has worked in what is known as poor territory, how he meets the above objection; and here is his reply:

One must have and show a heart full of sympathy for every one who is poor or distressed. Quickly agree that the situation is bad; the outlook dark; that if man's extremity is God's opportunity, then surely that is what we have now come to; that if God does not do something for the common people, it is sure that the politicians, profiteers and preachers are not going to, and that that is just the reason why I am in the work I am in. God does have a remedy, and it is now time for the people to know about it. Be one of the common people yourself. Be so in earnest that they can't help believing you.

Again:

Yes, I know it is mighty hard even to get things to eat. But Jesus said, "Seek ye first the kingdom of God and his righteousness, and then all these things" to eat and wear shall be added. The world is not suffering from spending a wee bit now and then for spiritual food; it is suffering because God has been pushed into the corner, and the people are seeking everything but the kingdom of God. God's promise of the things to eat and wear is worth more than a bank account. For the bank may fail, but his promise will not. The message of God is far more important than

something to eat; for Jesus said that "man shall not live by bread alone, but by every word that proceeds out of the mouth of God". And we see that that is true. We only die at last, even on the best bread and meat we can provide; if we get everlasting life, we must get it by every word of God.

If you were going to starve to death, then (here name the price of offer in hand) will not keep you living more than another miserable meal or two. But the Lord does not say that you will starve to death because of spending a few cents for spiritual food.

Another reply:

You know that the children in these days do not have much chance to learn anything about God or the Bible at school; it is now mostly fairy tales and foolishness. If they are ever going to have a chance to learn anything worth while, it is certain that we will have to provide it here at home for them, for the Devil is not going to provide it for them away from home!

And another:

You know that most things we spend money for these days are soon gone, and often three weeks later you can not tell where the money has gone. But here is a library which many years from now, when you have forgotten whether you spent four dollars for it or four hundred dollars, you will still have; and what is still better than that, you will have the message that they contain. And if one of your children should get half as much out of these books as my mother's son did, he would rather have it when he is grown than all the wealth in ten miles of here—and that would be quite a bit.

For quick sale to "no money" prospects (early in canvass):

Now, of course you would expect the price of these books to be pretty high; the book agents, like everybody else, have to have a high price for their books, usually four or five or six dollars apiece; at that you see this set of ten books is worth at least $40.00 or $50.00. (Slight pause, and then very seriously and directly) But it so happens that I am not a book agent. I am a colporteur of the International Bible Students Association, and my work is to share these good things with the people. Jesus did not tell his disciples to go out and see how much money they could collect from the people; he said, "Freely ye have received, freely give." The Christian is commissioned to go out and give something to the world; not to go and get something from the world. The result of applying this principle is that you get this whole library for only . . . . etc. I have found this to be the most effective knock-out blow to book agent prejudice and to the idea that I am after their money, that I have ever used.

The dress, attitude and manners of the book agent or commercial salesman should not be copied by the colporteur who wishes to sell books in "no money" territory. My clothes bear silent testimony to the fact that I am a working man. I do not present a "prosperous" look. One poor old man living alone, but whose spirit of youth had not been broken and who was a "hard nut" to sell to because full of the Haldemann-Julius brand of infidelity, finally said: "Well, I see you are a working man like myself, and I will buy those books." (*Where Are the Dead?* and *Freedom*). Another, quite uninterested in the books, apparently, finally said: "Well, I see you are a man who has to make a living like the rest of us; I will take the books." (Set of 3 and a booklet for $1.25) This more than paid for the gallon of oil he had served me for my motor.

If they seem astonished at the price, say: "Well, you see you do not have to pay for the crease in my trousers, or the polish on my shoes and other expensive things which the book agent always carries around with him. I make no second trip around, and I do not pay any hotel bills. I could not do it and sell books at this kind of price. We have a real message for the people and we carry the books with us and deliver as we go; you see what you get and you get what you see. We don't want you to pay a cent for the message in those books; it is the gospel of good news and is free, absolutely! All you pay for is a part of the cost of materials and handling."

The truest, shortest, most effective and, therefore, best answer I have ever found to the question, "Is this Russellism?" is: "No indeed!" I then hasten to show them what it really is.

If any colporteur who has difficulty in selling books to people who have "no money", has any, even the slightest, qualms of conscience, or the slightest shadow of an idea that he is a profiteer in taking the poorest man's last nickel for a book which it is now God's will should be sold to the poor, I would suggest that he take twenty-four hours off, or as much longer as it is necessary, and shut himself up with a Bible and *The Watch Tower* until he is completely convinced that a faithful witness for Jehovah God is not a profiteer when he is carrying out his high commission from the Creator! What if his profits amount to $10.00 a day or even more (mine were over $15.00 one day last week), does he use it for a selfish purpose? Is it really his money,

in fact? I submit that the answer must be, No! If he does, he will be unfaithful and will not be in the Lord's service long. The money which he receives, above the cost of the books, is a sacred trust delivered to him by our great Jehovah, which he must use to the very best of his ability to further the witness. He does this in the following ways: (1) By securing proper and nourishing food and rest for his own body; (2) by paying whatever other earthly obligations are upon him out of this God-given fund, so that he will not have to stop the service to engage in secular work; (3) by laying aside a little fund of a few hundred dollars to take care of emergencies as they arise, without having to stop the service temporarily every once in a while to look after outside obligations; (4) by putting all that is left over (and I have found this to be an exceedingly scant amount) into the tract fund, where it belongs and where it can do so much.

As an example of the hundreds of joys that come through following the above suggestions, I select one incident which I must relate: At Sears, a little sawmill town on a new railroad, I canvassed a lady in a wee shack, which she occupied because the company was short of houses. She had a bright boy of about ten summers. Yes, she was interested. Just here "hubby" comes home from work. He is older than she; his hair is turning gray. Yes, he is very much interested. Yes, we would like to have the books, but "have no money". Hubby's life savings were wheedled away from him by the boom and by dishonest real estate sharks. Thinking that he had a competence for his wife and family, he now found himself penniless, and had to work hard, eleven hours a day handling big heavy green timbers. For this work he did not get wages; he got a pittance; I have forgotten the amount. He had to get up at four or four-thirty in the morning. At length they looked in the pocketbook and found the sum of 50c, which they decided to pay for *The Harp Bible Study Course*. Next morning I was held up at the railroad crossing by the logging switch engine. While annoyed at this delay, the lady from the little shack came running up all out of breath, having somehow secured a dollar bill, desiring me to let her have the other book (*Deliverance*). "We sat up last night till ten o'clock reading that book, and my husband wants the other one, also," she explained. "When it came ten o'clock I told him we'd have to lie down or he would not be able to work tomorrow." I rejoiced to leave her a *Deliverance* and a paper first volume for 50c. It is the people who are the hardest hit by the conditions who are the hungriest for the divine message of the kingdom which we have. To deny them the message of life because sentiment says they need bread worse than books; or to give away the books to them, and then have to quit the work ourselves because by our ungodly foolishness we are unable to make expenses, would surely be strange ways for a Christian to show his sympathy for the languishing meek of the earth!

I trust that in these suggestions you may find something which, in the Lord's providences, may be of encouragement and assistance to some who are having difficulty with the "no money" plea, even though some of them may seem to some to be a little "rough shod".

P. S. By the above suggestions, I do not mean to imply that I never give away a booklet, or that like Shylock I must exact the uttermost farthing. Probably I really give away more books, in fact, than many of those who boast of how they give them away. But I never give away a cloth bound book; and I never give away a booklet unless it is a case where they literally do not have any money or two eggs or so. If they have a nickel and want something else worse than our booklet, *Freedom*, I do not give them the booklet. Of course there may be exceedingly rare exceptions to the above rules, which I make.

Other objections successfully overcome are as follows:

"I am a Catholic."

(1) Repeat the word "Jubilee"; emphasize dates, 1914, etc., in the Bible; these books deal specially with mathematics of the Bible, not dealt with at all in Protestant, Catholic and Jewish religious doctrines.

(2) Judge Rutherford is the only layman ever permitted to lecture in Lisbon, Madrid and Barcelona. On the occasion of his first visit to these cities, his lecture was translated and published in the Catholic newspapers by order of the Catholic Deputy-Governor. Last year his lecture was broadcast over the government radio.

(3) I am sure the Catholics will be glad for the blessings of the Lord's kingdom. Many Catholics purchase these books and like them. (If they say that the priest objects, suggest that they think for themselves; that the priest is human and is likely to make mistakes.)

"I am a Christian Scientist."

(1) These books explain Revelation, which Scientists study especially; Bible Students have been persecuted as have also Christian Scientists.

(2) You realize that much we have been taught is tradition and superstition; you are trying to get away from such things and find the truth. Judge Rutherford is encouraging this very effort of the people to think for themselves, exposing religious hypocrisy and the inconsistencies of the creeds. You will be glad to compare his lectures with what you have.

(3) These books point the way to everlasting life on earth; they explain Revelation, the most difficult book in the Bible to understand.

"Pentecostal" people.

(1) These books uphold no man-made creed, and reference is made to the Bible alone.

(2) These books bring glad tidings; they treat the subject of baptism.

No church.

(1) Emphasize the war and profiteering; tell how Judge Rutherford was given an eighty-year sentence for telling what is in these books, in connection with the great secrets back of the war.

(2) These books are a complete exposé of religious hypocrisy.

Following are only a few of the canvasses used by our most successful colporteurs. They are given here merely to show that they are not much different, perhaps, from your own:

Canvass for Sets

I am representing Judge Rutherford, who lectures over WBBR. Have you a radio? Perhaps you have heard him lecture in Madison Square Garden? A man who can fill a place like Madison Square Garden has something of interest to tell the people.

Now that the prophecies are being fulfilled, many are perplexed. They wonder why the nations are so desperately preparing for more war. They see a wave of crime and calamity sweeping over the world. Judge Rutherford in his latest book, *Deliverance*, answers all these questions with hundreds of Scriptures showing the cause and remedy. Isn't it nice to know there is a remedy? We used to think that when the prophecies were due to be fulfilled that would mean the burning up of the earth. If that were so, then our prayer, "Thy Kingdom come," would not be answered.

Judge Rutherford is recognized as the world's greatest Bible lecturer, and yet he admits that he could not have understood the Bible if he had not used this method (produce booklet showing set). This series of seven volumes explains every subject from Genesis to Revelation.

The first book explains God's plan for the human race.

The second book explains the manner and object of our Lord's return.

The third book shows how the kingdom will operate in the earth for a thousand years.

The fourth book shows and explains the prophecies due to be fulfilled before the kingdom is inaugurated.

The fifth book explains the difference between the soul and the spirit. Most people think that they are the same. That is why there is so much confusion as to what becomes of you when you die. It also explains the resurrection.

The sixth book tells about the different rewards, what the highest reward is and how you can get it.

The seventh book explains all of Revelation.

Many think these books sell for $10.00 or $15.00. Judge Rutherford has put on a world-wide drive and during this drive you may get this series of 7 volumes and Judge Rutherford's two books and three booklets for $3.50.

Some like to make a deposit of $1.00, and we leave the combination of five books (showing combination) with you, and then when we bring the remaining seven you will have only $2.50 to pay.

Canvass for Business Sections

(Ask for manager.) May I have just two minutes of your time? Thank you. You probably remember hearing about the great radio hookup given Judge Rutherford last July by the National Broadcasting Company. By means of this hookup of fifty-three stations, Judge Rutherford's lecture, "Freedom for the People," reached many parts of the world. The response in the way of telegrams and letters was the greatest ever received by WEAF and WJZ. Now, more than 100 radio stations are regularly broadcasting Judge Rutherford's lectures.

As a business man and a thinking man, you realize the world is facing a great crisis. Notwithstanding the giant organizations and the

repeated efforts to establish a League of Nations, also the efforts of a few great men to better conditions, almost every one doubts that the world can be stabilized.

It is interesting to know that this condition of things is a fulfilment of Bible prophecy. Judge Rutherford's interpretations of prophecy are attracting world-wide attention. In fact, the demand for his interpretations is so great that they are being printed in book form at the rate of 12,000 a day. The printing of his books in such large numbers makes it possible for him to publish them for the nominal price of $1.18 for the combination of three books.

Deliverance Canvasses

(1) Good morning! This is ..... speaking, a resident of your district (if true). I have a program for you from radio station KFWM. You have a radio? (If prospect says, "No.") Then you have not had the privilege of hearing the wonderful lectures concerning the golden age now dawning. For the convenience of those who have not had this opportunity, I always carry a few of the lectures in printed form with me. (If prospect has answered, "Yes," to the question, Have you a radio? say) For the convenience of those who are hearing and appreciating these lectures, I always carry a few in printed form. (Here show *Deliverance.*) Judge Rutherford, who is the author of this book, helped to establish the station, and lectures free, without collection, in all parts of the world. His books are always sold at the cost of printing. This one is 38c. (Explain picture on *Deliverance*, and read first paragraph of book.)

(2) Good morning! I represent Judge Rutherford, manager of broadcasting stations KFWM, WBBR and many others throughout the earth. We are broadcasting a wonderful message of comfort to the people. We are pointing the people to the Bible prophecies that are now in the course of fulfilment; for example, the world's great war, the Jewish people now returning to Palestine, and all our inventions, such as the railroad train, airplane, radio, and all our institutions of learning. The Bible shows that when the human race would live to see these things, this would mark the beginning of the establishment of Christ's kingdom upon this earth. On the other hand, our great statesmen from every nation tell us that we are preparing for war on a greater scale than for that of 1914. The Bible foretells this same condition, and shows positively that all unrighteous organizations will be completely destroyed in this trouble that now threatens the earth. This volume explains the things I have briefly told you about, and shows how we might escape this great time of trouble, and how the people of earth will soon receive the blessing of peace, prosperity, life, liberty, health and happiness. The 38 cents you will pay for this volume goes to print another for some one else. I should be glad to leave one now in your home, and I am sure that your heart will rejoice in every page that you read.

(3) Good morning! I have a program for you. Have you a radio? (Show program.) Did you ever listen to KFWM? Judge Rutherford is the president of the Oakland Educational Society. No doubt you have heard him lecture. (Here give a chance to remark. Most people profess to know little or nothing about him. Then I continue.) Well, he is a man who travels all over the world, through all European countries, is very much interested in Palestine. He meets with all the physical conditions of the world which give evidence to Bible prophecies being fulfilled before our eyes. His lectures are on physical facts and Bible prophecies. Thousands go to hear him. His latest lecture, Deliverance for the People, is a masterpiece; it takes you back over a period of sixty centuries; traces the controversy between God and Satan; explains the cause of wars, famines and all disasters; shows how the people of the earth will be delivered from the oppressor, and will enjoy endless happiness. This lecture is in great demand, and can now be obtained at printing cost, 38 cents. (Here show the book.) We sold 50,000 copies the first week. I assure you we are not out for money, but to serve you with the blessings God has in store for you. Judge Rutherford's object is to make these books plain and clear-cut for the busy person. He spends his time and money laying down his life for humanity.

(4) Good morning! If you have a radio, no doubt you have heard some of Judge Rutherford's lectures. I have the pleasure of repre-

senting Judge Rutherford. Some of his latest lectures have been published in this volume entitled *Deliverance,* in which he gives the evidence that we are entering the age of justice for the people. His work is not a bit ecclesiastical, yet he gives Bible evidence in support of his statements. The publishers intend that this book shall be a message of encouragement for the people, so they are selling it for 38 cents. I should like to leave a copy with you. You will get information as well as encouragement from reading it yourself, and then you will want to pass it on to others to enjoy.

Combination Canvass

Sunday morning introduction: Good morning! I am spending a little time this morning in Christian work, calling attention to Judge Rutherford's wonderful lectures on Bible topics. No doubt, etc. (Balance same as below.)

Regular introduction: Good morning! I represent Judge Rutherford, one of the best known broadcasters in the country. No doubt you have heard some of his lectures over the Watch Tower Station WBBR, Staten Island, New York, or some other of the 112 stations that are carrying his messages at this time. In his home city of Los Angeles they think so much of him that on one occasion 35,000 people came out at the Stadium there to hear him.

Some of his lectures are to be had now in permanent form. In this one, *Prosperity Sure,* the Judge shows how that shortly, with the establishment of the Lord's kingdom, man will get his heart's desire: life, liberty, peace, prosperity, health and happiness. (While speaking open book in middle, upside down, so as to show entire cover.)

These lectures are sold in combinations. In the second one, *The Last Days,* the Judge makes a study of present-day conditions in the earth, in the light of the prophecies being fulfilled before our eyes, and shows why all the property in the country is gravitating into the hands of a few. (Ditto as to cover.)

The third is a study on *Where Are the Dead?* and attracted extraordinary interest when it was given in New York recently. (Ditto as to cover.)

The fourth, *The Harp of God,* is a study of the ten most important doctrines in the Bible, from Creation to the Times of Restoration.

The fifth, *Deliverance,* is a study of the divine plan in story form, with Jesus as the hero of the great drama of the ages, one of the most thrilling, inspiring and comforting messages ever given in the world.

The sixth and last, *Creation,* is brand new, a harmonization of science and the Bible, beautifully illustrated with some choice scenes from the finest picture galleries of the old world. (While speaking this paragraph and the following, hold book upside down, so customer can plainly see, and leaf quickly over all illustrations, first the frontispiece, then pages 101 to 108, then pages 204 to 212, and then pages 277 to 283, stopping there with book open at the double pictures there shown.)

I think you will be interested and surprised when I tell you that any two of these booklets and any two of the bound books can be had in this form for only one dollar. The books are not sold for profit, but for the blessing that they are in the hands of the people. I am leaving the books as I go along, and would like to leave a set with you. Any two of the booklets and any two of the books for only one dollar, or, if you wish them all, you can have the entire six for only one fifty. (If you made a sale next door be sure to say so at this point.) I am sure that if you get the books and read them you will say that this is the best investment of a small sum of money that you ever made in your life.

Following is the canvass and other interesting information received from two very successful colporteur brethren. They have, by the Lord's blessing, by their faith in the divine plan and loyal devotion to the Lord and by their regularity and persistency in the work, been able to earn considerably more than most brethren make who work for the Devil's organization. One of them recently purchased a new automobile to use in the service. During the past twelve weeks one has averaged sales of 87 one-dollar combinations each week, while the other's average has been 48 one-dollar combinations weekly. Their advice to all is, "Plug away as though you really mean business."

"Good morning! This is a beautiful day (or some other words to get acquainted). I have something here that I am sure you will be in-

A Few of the Hundreds of Bible Questions Answered in

Deliverance

Judge Rutherford's Great Book

In Genesis 1:26 God said, "Let US make man." To whom was God talking? Page 16, ¶ 2.

Who was Cain's wife? (Read Genesis 3:20.)

What is the cause of so many different languages in the world today? Page 53, ¶ 1.

Where are the automobile, radio and airship foretold in the Bible? (Nahum 2:3, 6; Job 38:35; Isa. 60:8)

Why do true Christians suffer? Page 226, ¶ 3.

Who has the keys of hell? Page 170, ¶ 1.

God told Adam that the DAY he ate of the fruit he would die. Why did he live 930 years afterwards? Page 342, ¶ 3.

Will the Devil live for ever, or will he finally be destroyed? Page 339, ¶ 3.

What proportion of the world's population are Catholic? Protestant? Page 269.

Is paradise an earthly or a heavenly condition? Page 18, ¶ 1.

Jesus said that the Devil was a murderer from the beginning. Who created him? Page 26, ¶ 2; page 282, ¶ 3.

Will all in their graves live again? Page 310, ¶ 2.

Who wrote the Bible? Page 10, ¶ 3; page 180, ¶ 2. (2 Peter 1:21)

What is the hope of the heathen who died long before Christ was born? Page 326, ¶ 2, 3.

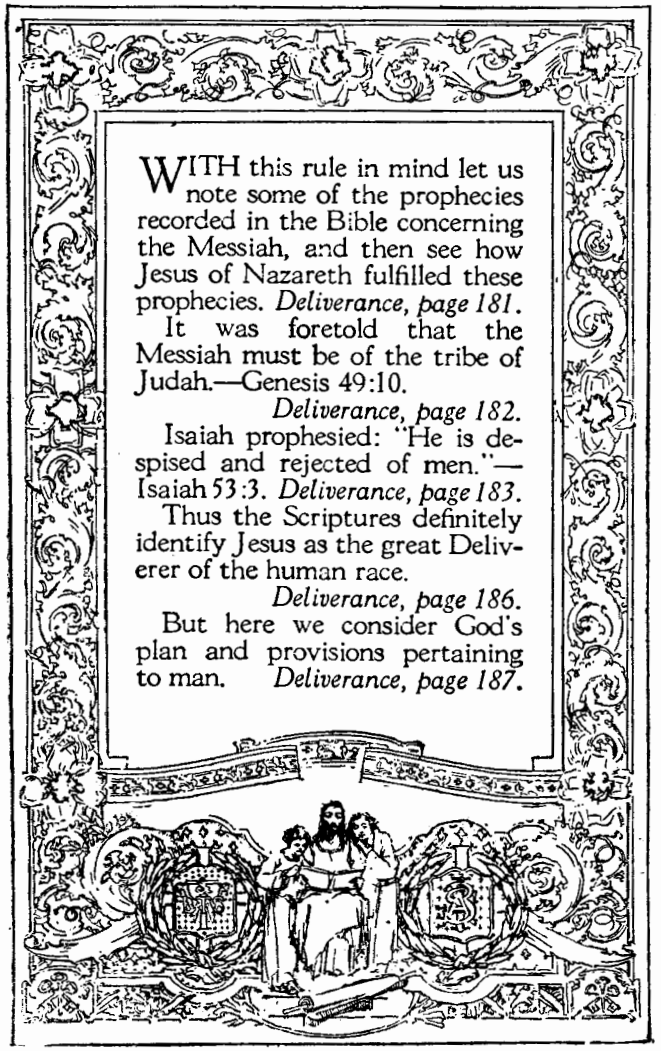
Did God ever have a beginning? Page 11, ¶ 3.

Is it a true saying that "what is to be will be"? Page 102, ¶ 1, 2, 3.

Do all the righteous or good people go to heaven? Read Matthew 5:5; Psalm 37:29.

Has any man ever seen God? Page 11, ¶ 3.

Watch Tower, I. B. S. A., 117 Adams St., Brooklyn, N. Y


WITH this rule in mind let us note some of the prophecies recorded in the Bible concerning the Messiah, and then see how Jesus of Nazareth fulfilled these prophecies. *Deliverance, page 181.*
It was foretold that the Messiah must be of the tribe of Judah.—Genesis 49:10. *Deliverance, page 182.*
Isaiah prophesied: "He is despised and rejected of men."—Isaiah 53:3. *Deliverance, page 183.*
Thus the Scriptures definitely identify Jesus as the great Deliverer of the human race. *Deliverance, page 186.*
But here we consider God's plan and provisions pertaining to man. *Deliverance, page 187.*

terested in. What we are doing is calling on the people to try to help them get a little more interested in their Bibles, and help them to find the answers to many of their difficult Bible questions. That is something that our country is in need of, don't you think?" Here get out your card. (The card referred to is hereinafter reproduced. We are prepared to furnish these at $1.50 a thousand. Classes desiring to have them with printing different from that shown, will pay $2.00 a thousand.) "Now what we have arranged here is over 1,500 questions, giving the answers and always showing just where to find them in the Bible." Read the following questions:

"What is the sin against the holy ghost?"

"Who was Cain's wife?

"Where are the automobile, radio and airships foretold in the Bible?

"Who has the keys of hell?

"Will all in their graves live again?

Now put away your card and get your books; you can say while doing this: "I want to show you how easily you can find the answers to these questions. Now the one here, "Who has the keys of hell?" Turn to page 170, in *Deliverance* and read: "I am He that liveth and was dead, and behold I am alive for evermore and have the keys of hell and death.—Rev. 1:18."

"Will all in their graves live again?" Turn to page 310 in *Deliverance*: "Marvel not at this for all that are in their graves shall hear his voice and come forth.—John 5:28, 29."

Now answer from card: "Cain married his own sister.—Genesis 3:20."

"Nahum foretold the automobiles; Isaiah, the airships; Job, the radio; and the Lord said these would be some of the signs of his kingdom. We can surely see them today, can't we?"

In regard to the other books you have with you, just say a few words about each one. Just to give you an idea we will use *The Lord's Return, Where Are the Dead? Prosperity Sure* and *Creation.* Now referring to *The Lord's Return*: "This one gives the prophecy the Lord said would be in fulfilment during the time of his second coming." Next the *Dead*: "This one is on the resurrection of the dead." Now *Prosperity*: "This is one which should interest all of us, Prosperity sure; but we are not going to get it from any selfish man; rather under the Lord's reign." Now use *Creation*: "This one is on the creation of the earth and all it contains." Now you turn to some of the pictures and say: "This book is beautifully illustrated with copies of world-famed masterpieces." Turn to page 102, show them the earth and the heavens in formation. Next turn to page 105 and show them Adam and Eve in their beautiful home which they lost by their disobedience. Then turn to page 107. Show them the glacier age, and tell them this no doubt caused many of the hills and mountains we have in this country. Now turn to page 209. Show them the crucifixion. Tell them: " This is the way they repaid the Lord for healing the sick and raising the dead, and the many other good things he did while in earth the first time. This was a great way of repaying him. I don't doubt if they could get hold of him now they would treat him worse. Don't you think so?" Now tell them the price of the books and offer them, but don't let them say, No. Begin your canvass on the *Deliverance* book again. Make your canvass mostly on *Deliverance.* You don't need to say anything about the other books now. Only at the end of each canvass you spread them out in your hand like a fan and say, "You get all these books for (name the price)." Now show the contents in the front of *Deliverance* book, explaining that it shows God's dealings with mankind from creation to restoration. Explain that it is not merely a question book, but can be read just the same as any book and in connection with that there are over 1,500 questions, alphabetically arranged in the back. Always be sure to show them what you are talking about.

Here offer them the books again and state the price and tell them how helpful they will be in their Bible studies, also tell them how many you are selling to their neighbors. Try to get them to buy, but don't let them say, No. Watch their lips, also their hands; and if they don't show signs of buying, start to canvass again, using the questions: "What is the cause of so many different languages in the world today?" Turn to page 53 in *Deliverance* and read: "Therefore is the name of it called Babel; because the Lord did there confound the language of all the earth.—Genesis 11:5-9." Now try again

to get them to buy. If they don't buy yet, show them another question or two; then try to close the sale.

If they simply won't buy, look for some one else. *Don't spend too much time with any one, and don't preach—sell books.* If you want to preach, rent a hall. It is well, before starting out, to make combinations of your books and always keep them in order so you can handle them without trouble and know what you are talking about when you call on people. Always talk about things they understand. Remember what you knew before you got the truth. Don't ever try to show any one that you know more than they. No one likes that. Always try to show them how much the books will help them to find in a jiffy the things they do know.

Always keep your books hidden until you get their interest with the card. No one likes a book agent. Show them that the International People are the publishers. Don't add anything more. Don't try to tell them about every one that has ever been connected with the work. Talk about how handy the books are for one's Bible study.

A good selling point in the South or when you are not canvassing Catholics, is to say: "Now you don't need to be afraid of getting any Catholicism in your home." Turn to page 208 in *Deliverance* and show what it says about the Pope being the representative of the Devil. This sells many books for us.

Every one that has used this canvass has made good with it. It is mailed to you with the hope that it will help others. One can use any books he likes and as many as he wishes to sell.

AND NOW

In conclusion, dear brethren, we want to repeat that the Lord's blessing, your own devotion to the Lord and faith in the divine plan, and your honest loyal efforts in the colporteur field, are bound to produce success and continuance in the work. Remember, you are ambassadors of Jehovah God. Fear no man. You have what every person on earth would give all he possesses for, if he only knew. Being president of the country or king or controlling the largest of the world's industries would be like running a peanut stand, in comparison with your privilege of representing the great Creator of the universe. You have wisely chosen, dear brethren, to make loyal devoted service to the Lord your big business in life, and in this we rejoice. We want you to feel and know that we are with you at all times, whether you abound or whether you are abased, as Paul puts it. Do not give up: that would be exactly what the adversary desires. Write us; maybe we can make some suggestions that will help you. Study *The Watch Tower* as it comes to you. Refresh your memory by reading the books. Pray often, and we know the Lord will bless and assist you. We bear you up before the throne of heavenly grace every day. God bless the colporteurs!

Watch Tower B. & T. Society.

NOTE: The friends should bear in mind that the prices mentioned herein are American prices and are not applicable in Canada.

BULLETIN

SPECIAL
COLPORTEUR
EDITION

TO THE LORD'S FIELD FORCE IN AMERICA:

IN THIS land there are now more than fourteen hundred colporteurs. They are zealous, earnest and enthusiastic. You are one of them. In addition thereto nearly every important city in the land has a class organization that is awake to the importance of the hour. These are bringing the message of good news to the people. The time has come when God's Name shall be exalted in the earth. "Proclaim his name, declare his doings among the people, make mention that his Name is exalted." (Isaiah 12:4, margin) In times of old God "made a name for himself". (2 Samuel 7:23) It was a great privilege then to be on the Lord's side. Now Satan's world has ended. The great battle of Armageddon is approaching. God has placed his King upon his throne; and now Jehovah's Name shall be exalted amongst the people. To his faithful servants Jehovah says: "Ye are my witnesses that I am God." Never was such a privilege granted to man as that now offered to God's anointed. Jehovah bids these to go and tell the groaning creation to wipe away their tears, lift up their heads and learn that the day of deliverance and the time for a righteous government has come. When the people see it they will greatly rejoice. It is a real joy to bring a message of consolation to the people and even a greater joy to have a part in vindicating the Name of our loving God.

Every anointed one in the field of service is the ambassador of the Lord and a comforter to the people. The joyful organization of Zion is marching on to complete victory under the leadership of earth's rightful Governor. Those who walk in the light have partnership with God and with Christ in lifting the burdens from the heart of man. What a marvelous occupation this; and you have a part in it!

Your joy and zeal will serve as an example and encouragement to others to enter the field of service and be witnesses unto the Lord. Be of good courage and know that the Lord loves you because of your love and devotion to him and that he will preserve and keep you. I give thanks unto my God that I am privileged to be a soldier with you in the army of the Lord.

With much love and best wishes,

Your brother and servant by his grace,

BULLETIN

Special Colporteur Edition

Dear Brethren:

Greetings in the fellowship of Christ!

Any colporteur's success in the field depends primarily on his love for the Lord and his trust in him, his absolute confidence in the divine plan, and his regularity and perseverance in the work.

Trusting in the Lord

Only the Lord's blessing makes at all possible the magnificent work which the colporteurs are doing in the field. The Lord loves immensely this little band of thoroughly consecrated and fully devoted ones, and there is no doubt that they are special objects of his protection and blessing. They have left all to follow in Jesus' footsteps, giving all their understanding, all their heart, all their soul and all their strength to witnessing that Jehovah is God. Could any human being do more than that? Surely not! No wonder the Lord loves them and watches over them. Therefore, dear brethren, go forth in the strength of the Lord. Ask him each day to use you to bring honor to his Name, to bless you as you serve him and to sustain you as he has promised; and the great Creator, whose promises never fail, will provide for those who "seek first the kingdom of God and his righteousness".

Faith in the Divine Plan

Absolutely essential to success in placing the literature is unswerving faith in the divine plan. To the extent that one really believes the divine plan and visualizes the establishment of God's kingdom on earth, to that extent his words and actions will display his faith. This, in our judgment, is, next to the blessing of the Lord, the foundation of success in the work. If one's words and actions, his whole being, radiates his positive faith in what he is presenting, people are convinced. It's not so much a matter of education, grammar, etc., as it is the conviction that one is right. Some of the apostles, while ignorant and unlearned men, were able, by the spirit of the Lord and by their own faith in what they were saying, to bring thousands to a knowledge of the truth in one day.

Don't be timid! You are an ambassador of the great Jehovah God! Don't be afraid of any person on earth! You have something which every last one of them wants; and if only they really knew what you have, they would hunt you up to get it. You have something for them far more important than food or raiment—you have eternal life for them. Before you can convince any one to take the literature, you yourself must be so thoroughly convinced that you have the only thing in life worth while that it sticks out all over you. Thus writes a successful colporteur who has been in the service many years:

In giving the witness to people who can scarcely get the necessary food, let alone books, it is necessary to impress them (1) with their need of our message; (2) with the unselfish and sympathetic motive behind our work; (3) with the phenomenally low price of our literature; (4) that the message is of greater importance and value to them than money, food, or clothes; (5) that the price is so very small that they can afford it. In many, many cases, this seems to be accomplished successfully only by the canvass for the set of ten books. A good canvass for the set of ten will prove the first four points to all who are of the meek and teachable class; it will sell to many of them, but of course it will fail in the majority of cases. However, by your victory in proving your first four points, you are now in a

position to make a quick flank movement with Number 5, by dropping off the set of seven, and on down till you have reached your prospect's ability to purchase. Four-fifths of the victory lies in the canvass for the set of ten. That last dollar bill, that last fifty-cent piece, that last dime or nickel, will be frozen fast, unless you have thawed and jolted it loose with the canvass for the set.

Despite the fact that unending bank failures, the great Florida hurricane a year and a half ago, the collapse of the Florida "boom" and the general depression, I am happy in the Lord's providence to be privileged to enclose herewith the report of my banner week of sales for more than a year and a half. In September, 1926, I sold an exactly equal number of bound volumes and subscriptions, but only 47 booklets, as against the 136 sold during the week just ending tonight. In the former week, too, I had placed 17 full sets; whereas the 180 volumes this week comprise only seven sets of *Scripture Studies,* and many more of *The Harp, Deliverance* and *Creation;* which indicates many more sales and hence a wider witness than in the other big week of a year and a half ago, up in West Virginia, where financial conditions were not so bad.

I thought, last year, that I had had phenomenal success in these terrible conditions just after the hurricane. The condition, which was then acute, has now become chronic and really worse. Then people were making repairs with the money which they had left over; now thousands are flat broke, with no ray of hope for the future. Their standards of living have been terribly reduced by necessity; and dismally and heart-brokenly they are endeavoring to readjust themselves to their straitened circumstances as they face their declining years, for it was largely the middle-aged and old who came to Florida's sunny clime "for the rest of their lives". To such an extent is this true that the district in which I have been working recently is sometimes dubbed "the old men's paradise". Translated into terms of human life, this phrase means that hundreds of old men in their declining years, their life partner silent in the dust, their life's earnings crumbled into ashes, are to be found living in little huts and shacks—many of them built out of flood trash after the great storm and without anything but the barest necessities of existence in them—facing their declining health and strength and multiplying years alone, and without God and without hope in the world.

Corresponding to this increase of distress and to my own surprise, my sales of literature have correspondingly increased. As an illustration of how the Lord is "opening the ears of men" preparatory to "sealing their instruction" (Job 33:16, 17), I submit a comparison of the figures of last year with those for this year up to and including March 24 in each case:

	January 1 to March 24, 1927	January 1 to March 24, 1928
Days worked	69	54
Bound vols. and subs. sold	1103	1096
Booklets sold	250	925
Average hours a day worked	5.88	6.32
Average vols. sold a day	15.98	20.3
Average daily cash receipts	$8.75	$9.94
Average profit (about)	55%	63½%
Average profit a day	$4.81	$6.31

And now some one asks, How do you manage to get the people in such pitiful financial circumstances to spend their money so liberally for books? And some one else, by their shrug and mingled expression of surprise and disapproval, if not of scorn, asks, And how does the brother have the heart to take their money and then tabulate and rejoice in his increased daily profits of $6.31?

I verily believe that it is this second question latent in the minds of the friends, but seldom expressed to anybody, which bars the door of success to many as witnesses for Jehovah God. The only answer to these questions that I have, and the only effective way to overcome these two great difficulties of which I know, is suggested in the text, "Have faith in God."

For example, I was eating dinner with an old-time brother and sister in the truth who are comfortably fixed, out of debt and with no family obligations. I have known and loved them dearly for years, but they have not become active in the service, as yet. Speaking of his neighbor, who had read *The Golden Age* and was showing some interest, I suggested that he go to him and take his subscription for *The Golden Age* for a year. The brother's reply was most discouraging and disappointing to me: "Oh, I'll *give* it to him; he has a family and is having a hard time. I can afford it better than he can."

Again, passing through a region not in my territory, I recalled having heard of an isolated sister who lived near where I had to pass. I took a little time off to look her up. She was, of course, happy to see a brother in the truth. She is the wife of a poor fisherman and has to peddle the fish to help make a living. She has her box of books, and was delighted to report that it was getting nearly empty. But sad to relate, her booklets were supplied to her free by another isolated sister in better financial circumstances, and while she *sold* the fish to the poor people for *cash,* she *gave away* the books to the poor.

All of which being interpreted in plain English means that the dear brother thinks that shoes for the kiddies are more important than the message of Almighty God; and the dear sister thinks that fish is more valuable to the poor world than the bread of life. To wear the wedding garment means to do God's work

in God's way. If it were his way to sell fish and give away books, then that would be most commendable.

Answering your question directly, then, as to how I meet the reply, "No money," I would say: I meet it first of all by fully convincing myself that I have something far more important and more valuable than money, shoes or fish.

In 1921 and 1922 when the profit per book was less than now, I was never cramped for funds. The Lord supplied all my needs for the work, including a car and the necessary gas and tires to run it. I never went in debt for a moment. The moral is, Have Faith in God! Go out into the pioneer work wholeheartedly and starve to death if your Creator can not make good his promise!!!—Matthew 6:33.

Remember this, dear brethren, every one you talk to will consider your proposition only as important as you make it to them.

Regularity in Your Work

You can not hope for success in the colporteur work unless you hammer away at it. We believe that in most cases where brethren are unable to make a go of it, the fault is due to irregularity in the work. It is just as necessary to have regular hours every day to insure success in the colporteur work as it is in any business. You surely would not expect success in anything done in a hit-or-miss way. Remember that proficiency comes with experience; the more experience, the more proficiency.

Do not let a day of poor sales keep you out of the field the next day. This you know: The Lord desires you to be active in his service. The adversary considers one actively proclaiming the message of the kingdom more dangerous than tens or hundreds believing the truth but taking no active part in its proclamation. Discouragement is the adversary's most effective weapon. The Lord may sometimes permit his people to be subjected to discouraging experiences to test their loving devotion to him. Remember that good territory is made so by the zeal and effort of the worker. The territory where you are is just as good as you yourself make it, *only keep at it consistently.*

The Canvass

Most colporteurs find it unwise to use word-for-word the canvass of any one else; and we can see why this is so. The canvass reflects the personality, and that used successfully by some does not seem to fit other brethren. It is important that you "be yourself". Use the main points of other brethren's canvasses if you desire, but let your canvass be in your own words and come from your heart.

The opening remarks of calls are very important ones. If, when calling, you can make some remark that will engage the person's attention, you are almost certain to be given a hearing. If, however, you have not proven yourself interesting in the first few remarks, people may feel themselves justified in slamming the door; some impolite people may actually slam the door in your face. But if your opening remarks are unique, you will, at least, have left them something to think about. Probably their curiosity will be aroused, and they will not be so rude to the next caller.

The opening remarks that a great many successful colporteurs are using at the time of this writing, have reference to the radio broadcasting by Judge Rutherford. Most people have radios, and it is astounding how many people gladly receive colporteurs when the canvass is opened by referring to the Society's work over the radio. Instances have been found where money was laid aside by listeners-in waiting for colporteurs to call. Here are a few samples of opening remarks:

1. Judge Rutherford has asked me to call on you.

2. Did you hear Judge Rutherford's last famous lecture over the radio?

3. May I have just two minutes of your time? You probably have heard of the world's greatest radio hook-up for Judge Rutherford.

It may be that some current event or mention of some local problem will make interesting opening remarks.

After gaining attention, the interest must be sustained. Much can be accomplished in developing interest if you are able to make the person you are addressing feel at ease. People feel that before a stranger they must demonstrate their breeding, manners, etc., consequently they are not natural. If through some word or act you can establish a friendly feeling, they are more likely to enter into what you are saying. Arguments and statements advanced coldly or stoically or as a matter of fact hardly contain the warmth of feeling that encourages friendliness. Hence, if your remarks encourage their entering into what you are saying, not to the

extent of making comments, but by an affirmative nod of the head or "yes" or "no", you can be certain that they are following you and listening to what you are saying and are not embarrassed in your presence.

Arguments that are direct and specific, and that tend to be conclusive, may seem almost rude to the persons you are addressing. The impression is left that what you have to say on the subject is the last word and that anything further is superfluous; whereas what you are saying, or rather the way you say what you have to say, should be in a way that encourages them to discover things for themselves. In this manner you are supplying subject-matter for their imagination and leaving it to them to reach the conclusion. Oftentimes when the prospect has not discovered anything himself, he feels that you have mentioned all the points, and that these points hardly warrant purchasing.

It is well to make your remarks personal. Address the prospect by using personal pronouns such as "you", "yours," etc. By putting the person you are addressing into your remarks, you become interesting to him.

When talking, it is well to present new ideas rather than to mention old ideas and to show where they are wrong. In so doing you grant that the prospect holds the right idea, and he likes to think that your estimation of him is a high one.

During the first few weeks it will be well to watch the results of your canvass. Its effectiveness should be judged by the proportion of sales made to the number of persons who have heard your entire canvass, rather than by the number of calls. Meantime, experience will increase your ability, and greater results are assured. Watching these points during your first few weeks of service will tend to make you alert to the attitude of the people, and will acquaint you with the methods of meeting their viewpoint, which has much to do with your placing literature in their homes.

As well arranged as your canvass may be, it generally fails in effect unless it is suited to the person addressed. Experience will help you to be a judge of human nature, and thus to make your remarks individual. Fit your canvass to the person you are canvassing, remembering that business men will probably be more interested in world conditions; housewives are more likely to be interested in the price of food, local troubles or the remedy for home difficulties; rich people will be glad to hear of a time of stability coming, as they do not like to hear about trouble; the poor will welcome anything proving that relief from oppression is coming soon; farmers will be glad to hear of farm relief; those mourning for the dead will be interested in the kingdom message of resurrection; and almost everybody will rejoice to learn of the new government to be established that will bring righteousness and justice to all people.

Be brief as possible. Many colporteurs on entering the work make the mistake of making their canvasses too long. Don't tell people all you know about the divine plan. Give them just enough to make them curious, so they will want the literature. Two or three minutes is plenty for the length of a canvass. You will learn after some experience just how to make an orderly arrangement of your points. Save your best point for the last, and make it a climax.

If your call is to be a successful one, judged from the standpoint of making a sale or of delivering a witness, *you* will have to manage it. You know what you have to say. If attempts are made to inject comments along other lines of thought, such should be respectfully considered; deal with them briefly, and then return to the point you were making when interrupted. Seldom will the interruption be repeated; for your method demonstrates that you have a certain mission and that you intend keeping to the object of your call.

If you are interrupted with a question, politely answer it as briefly as is consistent, and then return to the point where you were in the canvass. An interruption should be looked upon as an indication that you did not have the interest of the person entirely engaged. Hence take the hint, and support your canvass with more direct remarks.

If, from the prospect's remarks and actions, you find that he is ready to decide, attempt to close the sale. Remember that the decision once given is hard to reverse. If the prospect hesitates, present a point or two more. Do not give the prospect up too soon. Ofttimes a few more remarks will result in a sale. Forceful suggestions such as, "Keep this book and start your reading tonight" tend to incite action. This is better than, "Wouldn't you like to have a copy?"

It is also better than being arbitrary, as, "You owe it to yourself to have this book."

Necessity for re-canvassing people when you make delivery, is generally the result of reconsideration. They feel that they acted on the spur of the moment and without due reflection. As they think the matter over, the reasons for purchase do not seem so plausible, especially since you are not present to emphasize them. This sometimes happens when quick sale is made, and generally the book is not read.

Some steps to avert this can be taken by the worker in bringing to their attention in a sort of off-hand way how the book can be used, the various interesting subjects it treats, etc. For instance, single out some scripture not generally understood and locate its explanation. In these examples do not disclose what the explanation is; rather leave them looking forward to using the book in the manner you suggested to them.

People like to be able to point out to their friends some good reasons for purchasing an article; and if workers can supply them with these reasons, they assure delivery. If orders are taken from several in the same vicinity, supply each with different or additional reasons where possible.

Meeting Objections

One of the problems of which colporteurs write us is: How to demonstrate to the individual himself that he needs the books and that they are a necessary part of his life. We know they need the books; but how can this be made to assert itself to the extent of purchasing?

One way to accomplish this is to talk of the application of the books to today; the wealth of information they contain of world-wide happenings, their cause and reason; that the good things they speak of are not twenty, forty, or fifty years distant, but within their reach; how the information will aid in obtaining life and happiness. Then assume that the prospect is about to purchase, and picture his using the book a week from today in a comfortable chair and room.

Thus the matter is made tangible and within their comprehension, as contrasted with looking forward to life after death, which to them, in most cases, is forty to sixty years distant; and the matter of present importance is that of obtaining a livelihood and provisions for the immediate future. They are likely to have concluded that old age will provide ample time for looking into the life to come.

Probably, however, the most frequent excuse for not purchasing is "No money". We asked one of our most successful colporteurs, who for years has worked in what is known as poor territory, how he meets the above objection; and here is his reply:

One must have and show a heart full of sympathy for every one who is poor or distressed. Quickly agree that the situation is bad; the outlook dark; that if man's extremity is God's opportunity, then surely that is what we have now come to; that if God does not do something for the common people, it is sure that the politicians, profiteers and preachers are not going to, and that that is just the reason why I am in the work I am in. God does have a remedy, and it is now time for the people to know about it. Be one of the common people yourself. Be so in earnest that they can't help believing you.

Again:

Yes, I know it is mighty hard even to get things to eat. But Jesus said, "Seek ye first the kingdom of God and his righteousness, and then all these things" to eat and wear shall be added. The world is not suffering from spending a wee bit now and then for spiritual food; it is suffering because God has been pushed into the corner, and the people are seeking everything but the kingdom of God. God's promise of the things to eat and wear is worth more than a bank account. For the bank may fail, but his promise will not. The message of God is far more important than something to eat; for Jesus said that "man shall not live by bread alone, but by every word that proceeds out of the mouth of God". And we see that that is true. We only die at last, even on the best bread and meat we can provide; if we get everlasting life, we must get it by every word of God.

If you were going to starve to death, then (here name the price of offer in hand) will not keep you living more than another miserable meal or two. But the Lord does not say that you will starve to death because of spending a few cents for spiritual food.

Another reply:

You know that the children in these days do not have much chance to learn anything about God or the Bible at school; it is now mostly fairy tales and foolishness. If they are ever going to have a chance to learn anything worth while, it is certain that we will have to provide it here at home for them, for the Devil is not going to provide it for them away from home!

And another:

You know that most things we spend money for these days are soon gone, and often three weeks

later you can not tell where the money has gone. But here is a library which many years from now, when you have forgotten whether you spent four dollars for it or four hundred dollars, you will still have; and what is still better than that, you will have the message that they contain. And if one of your children should get half as much out of these books as my mother's son did, he would rather have it when he is grown than all the wealth in ten miles of here—and that would be quite a bit.

For quick sale to "no money" prospects (early in canvass):

Now, of course you would expect the price of these books to be pretty high; the book agents, like everybody else, have to have a high price for their books, usually four or five or six dollars apiece; at that you see this set of ten books is worth at least $40.00 or $50.00. (Slight pause, and then very seriously and directly) But it so happens that I am not a book agent. I am a colporteur of the International Bible Students Association, and my work is to share these good things with the people. Jesus did not tell his disciples to go out and see how much money they could collect from the people; he said, "Freely ye have received, freely give." The Christian is commissioned to go out and give something to the world; not to go and get something from the world. The result of applying this principle is that you get this whole library for only . . . . etc." I have found this to be the most effective knock-out blow to book agent prejudice and to the idea that I am after their money, that I have ever used.

The dress, attitude and manners of the book agent or commercial salesman should not be copied by the colporteur who wishes to sell books in "no money" territory. My clothes bear silent testimony to the fact that I am a working man. I do not present a "prosperous" look. One poor old man living alone, but whose spirit of youth had not been broken and who was a "hard nut" to sell to because full of the Haldemann-Julius brand of infidelity, finally said: "Well, I see you are a working man like myself, and I will buy those books. (*Where Are the Dead?* and *Freedom*) Another, quite uninterested in the books, apparently, finally said: "Well, I see you are a man who has to make a living like the rest of us; I will take the books. (Set of 3 and a booklet for $1.25) This more than paid for the gallon of oil he had served me for my motor.

If they seem astonished at the price, say: "Well, you see you do not have to pay for the crease in my trousers, or the polish on my shoes and other expensive things which the book agent always carries around with him. I make no second trip around, and I do not pay any hotel bills. I could not do it and sell books at this kind of price. We have a real message for the people and we carry the books with us and deliver as we go; you see what you get and you get what you see. We don't want you to pay a cent for the message in those books; it is the gospel of good news and is free, absolutely! All you pay for is a part of the cost of materials and handling."

The truest, shortest, most effective and, therefore, best answer I have ever found to the question, "Is this Russellism?" is: "No indeed!" I then hasten to show them what it really is.

If any colporteur who has difficulty in selling books to people who have "no money", has any, even the slightest, qualms of conscience, or the slightest shadow of an idea that he is a profiteer in taking the poorest man's last nickel for a book which it is now God's will should be sold to the poor, I would suggest that he take twenty-four hours off, or as much longer as it is necessary, and shut himself up with a Bible and *The Watch Tower* until he is completely convinced that a faithful witness for Jehovah God is not a profiteer when he is carrying out his high commission from the Creator! What if his profits amount to $10.00 a day or even more (mine were over $15.00 one day last week), does he use it for a selfish purpose? Is it really his money, in fact? I submit that the answer must be, No! If he does, he will be unfaithful and will not be in the Lord's service long. The money which he receives, above the cost of the books, is a sacred trust delivered to him by our great Jehovah, which he must use to the very best of his ability to further the witness. He does this in the following ways: (1) By securing proper and nourishing food and rest for his own body; (2) by paying whatever other earthly obligations are upon him out of this God-given fund, so that he will not have to stop the service to engage in secular work; (3) by laying aside a little fund of a few hundred dollars to take care of emergencies as they arise, without having to stop the service temporarily every once in a while to look after outside obligations; (4) by putting all that is left over (and I have found this to be an exceedingly scant amount) into the tract fund, where it belongs and where it can do so much.

As an example of the hundreds of joys that come through following the above suggestions, I select one incident which I must relate: At Sears, a little sawmill town on a new railroad, I canvassed a lady in a wee shack, which she occupied because the company was short of houses. She had a bright boy of about ten summers. Yes, she was interested. Just here "hubby" comes home from work. He is older than she; his hair is turning gray. Yes, he is very much interested. Yes, we would like to have the books, but "have no money". Hubby's life savings were wheedled away from him by the boom and by dishonest real estate sharks. Thinking that he had a competence for his wife and family, he now found himself penniless, and had to work hard, eleven hours a day handling big heavy green timbers. For this work he did not get wages; he got a pittance; I have forgotten the amount. He had to get up at four or four-thirty in the morning. At length they looked in the pocketbook and found the sum of 50c, which they

decided to pay for *The Harp Bible Study Course.* Next morning I was held up at the railroad crossing by the logging switch engine. While annoyed at this delay, the lady from the little shack came running up all out of breath, having somehow secured a dollar bill, desiring me to let her have the other book (*Deliverance*). "We sat up last night till ten o'clock reading that book, and my husband wants the other one, also," she explained. "When it came ten o'clock I told him we'd have to lie down or he would not be able to work tomorrow." I rejoiced to leave her a *Deliverance* and a paper first volume for 50c. It is the people who are the hardest hit by the conditions who are the hungriest for the divine message of the kingdom which we have. To deny them the message of life because sentiment says they need bread worse than books; or to give away the books to them, and then have to quit the work ourselves because by our ungodly foolishness we are unable to make expenses, would surely be strange ways for a Christian to show his sympathy for the languishing meek of the earth!

I trust that in these suggestions you may find something which, in the Lord's providences, may be of encouragement and assistance to some who are having difficulty with the "no money" plea, even though some of them may seem to some to be a little "rough shod".

P. S. By the above suggestions, I do not mean to imply that I never give away a booklet, or that like Shylock I must exact the uttermost farthing. Probably I really give away more books, in fact, than many of those who boast of how they give them away. But I never give away a cloth bound book; and I never give away a booklet unless it is a case where they literally do not have any money or two eggs or so. If they have a nickel and want something else worse than our booklet, *Freedom,* I do not give them the booklet. Of course there may be exceedingly rare exceptions to the above rules, which I make.

Other objections successfully overcome are as follows:

"I am a Catholic."

(1) Repeat the word "Jubilee"; emphasize dates, 1914, etc., in the Bible; these books deal specially with mathematics of the Bible, not dealt with at all in Protestant, Catholic and Jewish religious doctrines.

(2) Judge Rutherford is the only layman ever permitted to lecture in Lisbon, Madrid and Barcelona. On the occasion of his first visit to these cities, his lecture was translated and published in the Catholic newspapers by order of the Catholic Deputy-Governor. Last year his lecture was broadcast over the government radio.

(3) I am sure the Catholics will be glad for the blessings of the Lord's kingdom. Many Catholics purchase these books and like them. (If they say that the priest objects, suggest that they think for themselves; that the priest is human and is likely to make mistakes.)

"I am a Christian Scientist."

(1) These books explain Revelation, which Scientists study especially; Bible Students have been persecuted as have also been Christian Scientists.

(2) You realize that much we have been taught is tradition and superstition; you are trying to get away from such things and find the truth. Judge Rutherford is encouraging this very effort of the people to think for themselves, exposing religious hypocrisy and the inconsistencies of the creeds. You will be glad to compare his lectures with what you have.

(3) These books point the way to everlasting life on earth; they explain Revelation, the most difficult book in the Bible to understand.

"Pentecostal" people.

(1) These books uphold no man-made creed, and reference is made to the Bible alone.

(2) These books bring glad tidings; they treat the subject of baptism.

No church.

(1) Emphasize the war and profiteering; tell how Judge Rutherford was given an eighty-year sentence for telling what is in these books, in connection with the great secrets back of the war.

(2) These books are a complete exposè of religious hypocrisy.

Following are only a few of the canvasses used by our most successful colporteurs. They are given here merely to show that they are not much different, perhaps, from your own:

Canvass for Sets

I am representing Judge Rutherford who lectures over WBBR. Have you a radio? Perhaps you have heard him lecture in Madison Square Garden? A man who can fill a place like Madison Square Garden has something of interest to tell the people.

Now that the prophecies are being fulfilled, many are perplexed. They wonder why the nations are so desperately preparing for more war. They see a wave of crime and calamity sweeping over the world. Judge Rutherford in

his latest book, *Deliverance*, answers all these questions with hundreds of Scriptures showing the cause and the remedy. Isn't it nice to know there is a remedy? We used to think that when the prophecies were due to be fulfilled that would mean the burning up of the earth. If that were so, then our prayer, "Thy Kingdom come," would not be answered.

Judge Rutherford is recognized as the world's greatest Bible lecturer, and yet he admits that he could not have understood the Bible if he had not used this method (produce booklet showing set). This series of seven volumes explains every subject from Genesis to Revelation.

The first book explains God's plan for the human race.

The second book explains the manner and object of our Lord's return.

The third book shows how the kingdom will operate in the earth for a thousand years.

The fourth book shows and explains the prophecies due to be fulfilled before the kingdom is inaugurated.

The fifth book explains the difference between the soul and the spirit. Most people think that they are the same. That is why there is so much confusion as to what becomes of you when you die. It also explains the resurrection.

The sixth book tells about the different rewards, what the highest reward is and how you can get it.

The seventh book explains all of Revelation.

Many think these books sell for $10.00 or $15.00. Judge Rutherford has put on a world-wide drive and during this drive you may get this series of 7 volumes and Judge Rutherford's two books and three booklets for $3.50.

Some like to make a deposit of $1.00 and we leave the combination of five books (showing combination) with you, and then when we bring the remaining seven you will have only $2.50 to pay.

Canvass for Business Sections

(Ask for manager) May I have just two minutes of your time? Thank you. You probably remember hearing about the great radio hookup given Judge Rutherford last July by the National Broadcasting Company. By means of this hookup of fifty-three stations, Judge Rutherford's lecture, "Freedom for the People," reached many parts of the world. The response in the way of telegrams and letters was the greatest ever received by WEAF and WJZ. Now, more than 100 radio stations are regularly broadcasting Judge Rutherford's lectures.

As a business man and a thinking man you realize the world is facing a great crisis. Notwithstanding the giant organizations and the repeated efforts to establish a League of Nations, also the efforts of a few great men to better conditions, almost every one doubts that the world can be stabilized.

It is interesting to know that this condition of things is a fulfilment of Bible prophecy. Judge Rutherford's interpretations of prophecy are attracting world-wide attention. In fact, the demand for his interpretations is so great that they are being printed in book form at the rate of 12,000 a day. The printing of his books in such large numbers makes it possible for him to publish them for the nominal price of $1.18 for the combination of three books.

Deliverance Canvasses

(1) Good morning! This is ..... speaking, a resident of your district (if true). I have a program for you from radio station KFWM. You have a radio? (If prospect says, "No.") Then you have not had the privilege of hearing the wonderful lectures concerning the golden age now dawning. For the convenience of those who have not had this opportunity, I always carry a few of the lectures in printed form with me. (If prospect has answered, "Yes," to the question, Have you a radio? say) For the convenience of those who are hearing and appreciating these lectures, I always carry a few in printed form. (Here show *Deliverance*). Judge Rutherford, who is the author of this book, helped to establish the station, and lectures free, without collection, in all parts of the world. His books are always sold at the cost of printing. This one is 38c. (Explain picture on *Deliverance,* and read first paragraph of book.)

(2) Good morning! I represent Judge Rutherford, manager of broadcasting Stations KFWM, WBBR and many others throughout the earth. We are broadcasting a wonderful message of comfort to the people. We are pointing the people to the Bible prophecies that are now in the course of fulfilment; for example, the world's great war, the Jewish people now returning to Palestine, and all our inven-

tions, such as the railroad train, airplane, radio, and all our institutions of learning. The Bible shows that when the human race would live to see these things, this would mark the beginning of the establishment of Christ's kingdom upon this earth. On the other hand, our great statesmen from every nation tell us that we are preparing for war on a greater scale than for that of 1914. The Bible foretells this same condition and shows positively that all unrighteous organizations will be completely destroyed in this trouble that now threatens the earth. This volume explains the things I have briefly told you about, and shows how we might escape this great time of trouble, and how the people of earth will soon receive the blessing of peace, prosperity, life, liberty, health and happiness. The 38c you will pay for this volume goes to print another for some one else. I should be glad to leave one now in your home, and I am sure that your heart will rejoice in every page that you read.

(3) Good morning! I have a program for you. Have you a radio? (Show program) Did you ever listen to KFWM? Judge Rutherford is the president of the Oakland Educational Society. No doubt you have heard him lecture. (Here give a chance to remark. Most people profess to know little or nothing about him. Then I continue) Well, he is a man who travels all over the world, through all European countries, is very much interested in Palestine. He meets with all the physical conditions of the world which give evidence to Bible prophecy's being fulfilled before our eyes. His lectures are on physical facts and Bible prophecies. Thousands go to hear him. His latest lecture, Deliverance for the People, is a masterpiece; it takes you back over a period of sixty centuries; traces the controversy between God and Satan; explains the cause of wars, famines and all disasters; shows how the people of earth will be delivered from the oppressor, and will enjoy endless happiness. This lecture is in great demand, and can now be obtained at printing cost, 38c. (Here show the book.) We sold 50,000 copies the first week. I assure you we are not out for money, but to serve you with the blessings God has in store for you. Judge Rutherford's object is to write these books plain and clear-cut for the busy person. He spends his time and money laying down his life for humanity.

(4) Good morning! If you have a radio, no doubt you have heard some of Judge Rutherford's lectures. I have the pleasure of representing Judge Rutherford. Some of his latest lectures have been published in this volume entitled *Deliverance,* in which he gives the evidence that we are entering the age of justice for the people. His work is not a bit ecclesiastical, yet he gives Bible evidence in support of his statements. The publishers intend that this book shall be a message of encouragement for the people, so they are selling it for 38c. I should like to leave a copy with you. You will get information as well as encouragement from reading it yourself, and then you will want to pass it on to others to enjoy.

Combination Canvass

Sunday morning introduction: Good morning! I am spending a little time this morning in Christian work, calling attention to Judge Rutherford's wonderful lectures on Bible topics. No doubt, etc. (Balance same as below)

Regular introduction: Good morning! I represent Judge Rutherford, one of the best known broadcasters in the country. No doubt you have heard some of his lectures over the Watch Tower Station WBBR, Staten Island, New York, or some other of the 112 stations that are carrying his messages at this time. In his home city of Los Angeles they think so much of him that on one occasion 35,000 people came out at the Stadium there to hear him.

Some of his lectures are to be had now in permanent form. In this one, *Prosperity Sure,* the Judge shows how that shortly, with the establishment of the Lord's kingdom, man will get his heart's desire: life, liberty, peace, prosperity, health and happiness. (While, speaking open book in middle, upside down, so as to show entire cover.)

These lectures are sold in combinations. In the second one, *The Last Days,* the Judge makes a study of present-day conditions in the earth, in the light of the prophecies being fulfilled before our eyes, and shows why all the property in the country is gravitating into the hands of a few. (Ditto as to cover)

The third is a study on *Where Are the Dead?* and attracted extraordinary interest when it was given in New York recently. (Ditto as to cover)

The fourth, *The Harp of God,* is a study of the ten most important doctrines in the Bible, from Creation to the Times of Restoration.

The fifth, *Deliverance,* is a study of the divine plan in story form, with Jesus as the hero of the great drama of the ages, one of the most thrilling, inspiring and comforting messages ever given in the world.

The sixth and last, *Creation,* is brand new, a harmonization of science and the Bible, beautifully illustrated with some choice scenes from the finest picture galleries of the old world. (While speaking this paragraph and the following, hold book upside down, so customer can plainly see, and leaf quickly over all illustrations, first the frontispiece, then pages 101 to 108, then pages 204 to 212, and then pages 277 to 283, stopping there with book open at the double pictures there shown.)

I think you will be interested and surprised when I tell you that any two of these booklets and any two of the bound books can be had in this form for only one dollar. The books are not sold for profit, but for the blessing that they are in the hands of the people. I am leaving the books as I go along and would like to leave a set with you. Any two of the booklets and any two of the books for only one dollar, or, if you wish them all, you can have the entire six for only one fifty. (If you made a sale next door be sure to say so at this point.) I am sure that if you get the books and read them you will say that this is the best investment of a small sum of money that you ever made in your life.

Following is the canvass and other interesting information received from two very successful colporteur brethren. They have, by the Lord's blessing, by their faith in the divine plan and loyal devotion to the Lord and by their regularity and persistency in the work, been able to earn considerably more than most brethren make who work for the Devil's organization. One of them recently purchased a new automobile to use in the service. During the past twelve weeks one has averaged sales of 87 one-dollar combinations each week, while the other's average has been 48 one-dollar combinations weekly. Their advice to all is, "Plug away as though you really mean business."

"Good morning! This is a beautiful day (or some other words to get acquainted). I have something here that I am sure you will be interested in. What we are doing is calling on the people to try to help them get a little more interested in their Bibles, and help them to find the answers to many of their difficult Bible questions. That is something that our country is in need of, don't you think?" Here get out your card. (The card referred to is hereinafter reproduced. We are prepared to furnish these at $1.50 a thousand. Classes desiring to have them with printing different from that shown, will pay $2.00 a thousand.) "Now what we have arranged here is over 1,500 questions, giving the answers and always showing just where to find them in the Bible." Read the following questions:

"What is the sin against the holy ghost?

"Who was Cain's wife?

"Where are the automobile, radio and airships foretold in the Bible?

"Who has the keys of hell?

"Will all in their graves live again?"

Now put away your card and get your books; you can say while doing this: "I want to show you how easily you can find the answers to these questions. Now the one here, Who has the keys of hell?" Turn to page 170 in *Deliverance* and read: "I am He that liveth and was dead, and behold I am alive for evermore and have the keys of hell and death.—Rev. 1:18."

"Will all in their graves live again?" Turn to page 310 in *Deliverance*: "Marvel not at this for all that are in their graves shall hear his voice and come forth.—John 5:28, 29."

Now answer from card: "Cain married his own sister.—Genesis 3:20."

"Nahum foretold the automobiles; Isaiah, the airships; Job, the radio; and the Lord said these would be some of the signs of his kingdom. We can surely see them today, can't we?"

In regard to the other books you have with you, just say a few words about each one. Just to give you an idea we will use *The Lord's Return, Where Are the Dead? Prosperity Sure* and *Creation* . Now referring to *The Lord's Return*: "This one gives the prophecy the Lord said would be in fulfilment during the time of his second coming." Next the *Dead*: "This one is on the resurrection of the dead." Now *Prosperity*: "This is one which should interest all of us, Prosperity sure; but we are not going to get it from any selfish man; rather under the Lord's reign." Now use *Creation*: "This one is

BIBLE QUESTIONS ANSWERED IN *DELIVERANCE*

In Genesis 1:26 God said, "Let US make man." To whom was God talking? Page 16.

What is the sin against the Holy Ghost? Page 150. Also Hebrews 10:26.

Who was Cain's wife (Read Genesis 3:20.) or his sister?

What is the cause of so many different languages in the world today? Page 53.

Where are the automobile, radio, and airship foretold in the Bible? (Nahum 2:3, 6; Job 38:35; Isaiah 60:8)

Did any one live before Adam? Pages 15, 16.

Who has the keys of hell? Page 170.

God told Adam that the DAY he ate of the fruit he would die. Why did he live 930 years afterwards? Page 342.

Will the Devil live for ever, or will he finally be destroyed? Page 339.

Where is God's kingdom to be, in heaven or on the earth? Page 335. (See also Matthew 6:10.)

If death is the result of sin, why does the baby die? Pages 106, 107.

Jesus said that the Devil was a murderer from the beginning. Who created him? Pages 26, 282.

Will all in their graves live again? Page 310.

Who wrote the Bible? Pages 10, 180. (2 Peter 1:21)

Will the time ever come when wars will cease? Page 334.

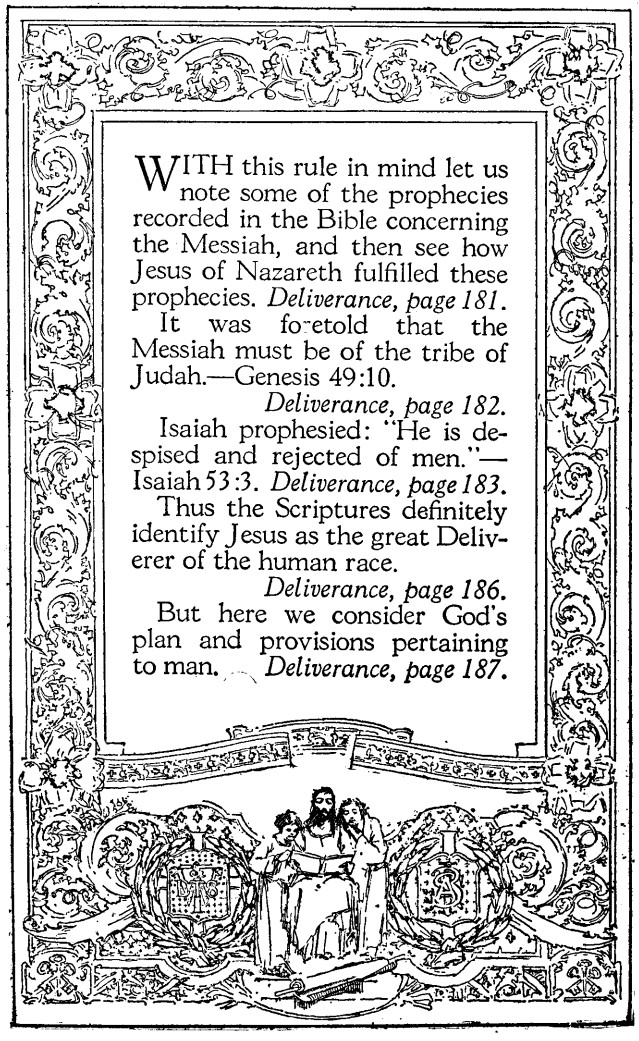
What is the hope for the heathen who died long before Christ was born? Page 326.

Did God ever have a beginning? Page 11.

Is it a true saying that "what is to be will be"? Page 102.

Do all the righteous or good people go to heaven? Read Matthew 5:5; Psalm 37:29.

Has any man ever seen God? Page 11.


WITH this rule in mind let us note some of the prophecies recorded in the Bible concerning the Messiah, and then see how Jesus of Nazareth fulfilled these prophecies. *Deliverance, page 181.*
It was foretold that the Messiah must be of the tribe of Judah.—Genesis 49:10. *Deliverance, page 182.*
Isaiah prophesied: "He is despised and rejected of men."—Isaiah 53:3. *Deliverance, page 183.*
Thus the Scriptures definitely identify Jesus as the great Deliverer of the human race. *Deliverance, page 186.*
But here we consider God's plan and provisions pertaining to man. *Deliverance, page 187.*

on the creation of the earth and all it contains." Now you turn to some of the pictures and say: "This book is beautifully illustrated with copies of world-famed masterpieces." Turn to page 102, show them the earth and the heavens in formation. Next turn to page 105 and show them Adam and Eve in their beautiful home which they lost by their disobedience. Then turn to page 107. Show them the glacier age, and tell them this no doubt caused many of the hills and mountains we have in this country. Now turn to page 209. Show them the crucifixion. Tell them: "This is the way they repaid the Lord for healing the sick and raising the dead and the many other good things he did while on earth the first time. This was a great way of repaying him. I don't doubt if they could get hold of him now they would treat him worse. Don't you think so?" Now tell them the price of the books and offer them, but don't let them say, No. Begin your canvass on the *Deliverance* book again. Make your canvass mostly on *Deliverance.* You don't need to say anything about the other books now. Only at the end of each canvass you spread them out in your hand like a fan and say, "You get all these books for (name the price)." Now show the contents in the front of *Deliverance* book, explaining that it shows God's dealings with mankind from creation to restoration. Explain that it is not merely a question book, but can be read just the same as any book and in connection with that there are over 1,500 questions, alphabetically arranged in the back. Always be sure to show them what you are talking about.

Here offer them the books again and state the price and tell them how helpful they will be in their Bible studies, also tell them how many you are selling to their neighbors. Try to get them to buy, but don't let them say, No. Watch their lips, also their hands; and if they don't show signs of buying, start to canvass again using the questions: "What is the cause of so many different languages in the world today?" Turn to page 53 in *Deliverance* and read: "Therefore is the name of it called Babel; because the Lord did there confound the language of all the earth. Genesis 11:5-9." Now try again to get them to buy. If they don't buy yet, show them another question or two; then try to close the sale.

If they simply won't buy, look for some one else. *Don't spend too much time with any one, and don't preach—sell books.* If you want to preach, rent a hall. It is well, before starting out, to make combinations of your books and always keep them in order so you can handle them without trouble and know what you are talking about when you call on people. Always talk about things they understand. Remember what you knew before you got the truth. Don't ever try to show any one that you know more than they. No one likes that. Always try to show them how much the books will help them to find in a jiffy the things they do know.

Always keep your books hidden until you get their interest with the card. No one likes a book agent. Show them that the International People are the publishers. Don't add anything more. Don't try to tell them about every one that has ever been connected with the work. Talk about how handy the books are for one's Bible study.

A good selling point in the South or when you are not canvassing Catholics, is to say: "Now you don't need to be afraid of getting any Catholicism in your home." Turn to page 208 in *Deliverance* and show what it says about the Pope being the representative of the Devil. This sells many books for us.

Every one that has used this canvass has made good with it. It is mailed to you with the hope that it will help others. One can use any books he likes and as many as he wishes to sell.

SPECIAL
COLPORTEUR
BULLETIN

WINTER EDITION

TO ALL MESSENGERS OF THE KINGDOM!

THE grandest job on the face of the earth at this time is that of being one of God's witnesses. It is the most glorious privilege ever offered to any creature! Only the remnant, however, recognize this; and because they do and are really taking seriously their covenant with the Lord, they are happy in the 'joy of their Lord'. Since the Lord came to his temple all the faithful ones have been experiencing the 'joy of their Lord'; that is, their only source of real joy and delight is in assisting in the vindication of the great Creator's name.

We want every one of these faithful ones in the field to know that we at Brooklyn appreciate very much the privilege and honor which the Lord has given us of cooperating with them in every way possible. Your joys are our joys, your difficulties we consider our own, and it is because of our desire to assist and encourage that we are sending you the special *Bulletin*. We trust that in it you will find some helpful suggestions. All of them come from colporteurs who have been actively engaged in the field for years and who write from experience only.

Your zeal in the Lord's service last year gave us a great thrill. Though at times you had us pushed pretty hard to keep you supplied, we were very, very happy; glad to be working shoulder to shoulder with you.

May the Lord's choicest blessings be your portion this year as you continue in this great campaign for the new government, God's kingdom on earth.

Your brethren in the King's business,

Watch Tower B. & T. Society.

Special Colporteur Bulletin

Winter Edition

Dear Brethren:

Again it is our pleasure to pass on to you some timely and excellent suggestions which we have recently gathered from letters and reports sent to us by the colporteurs.

Of all the Lord's little army on earth, the colporteurs command our admiration and interest us most. And why shouldn't they? They have separated themselves completely from the world, that is, from the Devil and his organization, have taken the Lord at his word when he said he would supply all the clothing and food necessary to those who would seek first the kingdom of heaven, and, as they testify to us in their letters, are having the best time of their lives. Like Jesus, they have left mothers, sisters, brothers, houses and lands (Matt. 13:55, 56) and are going "throughout every city and village, preaching and showing the glad tidings of the kingdom of God". They are really taking their covenant with Jehovah in dead earnest, as every one must who hopes to be pleasing to God and make sure his calling and election.

Success in the colporteur work, of course, rests on the basis of unreserved consecration to do God's will and a thorough devotion to him. Next essential is to really work at it. It is not at all surprising to us to find, when once in a while a colporteur writes us of his difficulty to make a go of it, that the chief reason is, He doesn't keep on the job. Two or three hours a day or three or four days a week would never make much of a success of anything. Of course the Lord expects us to do our part toward the fulfilment of his promises, and at this time we want to stress particularly, especially to those who have entered the service recently, the importance of keeping faith with the Lord in the matter of time and effort spent in the work. "Be sure you are right and then hammer away" is good advice to all colporteurs. Success in the field is not so much a matter of salesmanship, nor of glibness of tongue or natural ability. Such things help, but they are not necessarily essential.

Of course salesmanship comes from experience, but we have found that the most successful colporteurs are those who are so dead sure they have the truth that they inspire those to whom they talk with confidence in their message. Why, some of our top-notch colporteurs can not say two or three sentences without stammering; but they have the spirit of the Lord, and that's the big thing. It shines out of their faces; they themselves are so filled with enthusiasm it just overflows to any one hearing them talk. We have a cross-eyed brother here who, despite his foreign accent, almost always places more books than any one else. The secret of his success is his enthusiasm about the divine plan and his consistent plugging away in the field. We simply mention this for the encouragement of those who might overestimate the value of pulchritude in our work.

There is no greater honor or privilege in the whole world than that of representing the present King and announcing his kingdom to the poor, benighted people. They are yearning for deliverance from the thraldom of sorrow, sickness, oppression and death. They want just the information you have for them—if they only knew. More eloquently than any spoken words will the earnestness, zeal and boldness of the colporteur impress the people that he has exactly what they need. Of the first witnesses of the kingdom, it is written that "when they saw the boldness of Peter and John and perceived that they were unlearned and ignorant men, they marvelled; and they took knowledge of them, that they had been with Jesus".–Acts 4:13.

So it is now, dear brethren. You can speak with authority and boldness because you have the word of the great Creator back of you. No need for being timid when you go forth as the witness of Almighty God. Let them see that you yourself really believe what you tell them, and we know the Lord will abundantly bless your efforts. You will be doing with all your might what the Lord has given you to do. And, after all, that's the only way to do anything successfully.

Here Are the Suggestions

IF ONE hopes to be able to continue permanently in the colporteur work, the first essential is regularity. If one does not enter this branch of the service with the determination to put forth as great an effort to magnify the name of Jehovah as he would in some secular employment, his life as a colporteur is likely to be of short duration. His service to the Lord is a voluntary proposition; but to one who is in real earnest about the King's business the Lord has promised to provide the necessary things of life. "But," as one colporteur says, who in the work is supporting a wife and three children, "sometimes the Lord makes one sweat to keep going. Jesus sweat, and sweat hard, in the garden of Gethsemane; so why shouldn't we expect to have to do the same?"

We have asked some of the colporteurs in the northern states how they keep going in the winter time, and in most instances we find that it is because they are regular in the work. One sister writes, "Last winter I missed only two or three days on account of the weather, and the winter before only a day or so." She has been working territory in such states as Pennsylvania, Ohio and New York during this period. Another states, "Any one who is physically able to canvass in the summer time should be able to do the same in the winter. You simply pack your books the night before and go at it again in the morning. Burrowing up for the cold weather is a woodchuck idea; it should not be thought of by the remnant, the Lord's army. It is more from habit than from anything else, I think."

Regularity in the work hardens one to endure the cold snaps, as another colporteur writes us: "Going out in the cold every day, you get so you can stand a lot of cold. It is like walking. For a week or so you get mighty tired and your feet get good and sore; but in a little while you will be able to walk eight or ten miles a day and not get any more tired then you used to get walking a mile or two. Before I walked much in the winter my feet would get cold just walking two or three blocks; but now I can walk miles and my feet do not get cold."

It is easy to lie off a few days from the work; but in so doing one's ability to meet expenses is decreased. If each colporteur sets for himself a personal quota and keeps a record of the amount of time he spends in the work, this will help him in judging whether or not he can afford to take time off. As an illustration of this, one sister writes us as follows:

"I set my quota at the beginning of the year at 3,000 bound books besides whatever booklets I would sell. I missed it by 736 bound books. But reviewing my time record, I am astonished to find that I have worked only 203 days. That means that I have lost 23 full weeks, or over five months. I had no idea that I was losing so much time as that during the year. I find that if I had worked six days in every week of the year and had taken a month of vacation, as I was accustomed to doing when working for the government, I would have placed 3,211 bound books, selling at the average per day that I sold during the year. This has surely stimulated me to greater effort during the coming year. So I am going to set my quota for the year 1929 at 3,200 bound books, which I have every reason to believe can be reached without any trouble, and I am even going to hope to exceed my quota. I see that it is regularity in the work that must be watched."

Another old-time colporteur gives us his valuable experience in these words:

"The Society has asked us to keep certain records in order to make certain reports. This is another factor in the success which the Lord has given. By watching where the time got away last year one is able to find and stop the leaks. By setting down every day in the record, along with the number of each publication sold, it is a very small thing to set down also the number of hours worked. At the end of the week it is easy to set down the total hours for the week and also the total number of days worked to date and the total number of hours worked to date. With a record like this for last year, one can constantly keep tab on where his time leaks occurred last year, and can intelligently plan to stop those leaks this year. To assist others in taking advantage of this factor in the success we all desire, I suggest the following slogan:

He who time for service seeks
Must watch the time and stop the leaks;
He to this end a record keeps,
Adds hours to days, and days to weeks.

And if that's too long for a slogan, just use the first two lines. I find that it pays to keep a close watch upon daily leaks, weekly leaks, monthly leaks and yearly leaks. The same records also yield at a glance the total results of last year in volumes, booklets and money to any given time, for comparison with the same period in the current year. Such comparison of records yields much of the encouragement and incentive, as well as the information, which is necessary to the greatest success.

"The proper exercise of the virtue of *Procrastination* is another important factor of success as witness for Jehovah. What? Rank heresy!!! you say? The child of God consent with that old thief of time? Why certainly!!! With proper bit and bridle old Procrastination is a fine war steed for the service. But says one, 'Has not Procrastination been the great enemy of Service?' Yes, that is very true; but that was before he was properly 'broken in'. Now since we have him properly broken in, he puts off EVERYTHING BUT SERVICE till the last moment. He habitually waits for a 'more convenient season' to do everything EXCEPT SERVICE. He is a ready inventor of excuses for putting off everything EXCEPT SERVICE. He glances at the floor and then at the broom, and asks, 'What's the use?' and hurries on to his territory. He pleads, 'I haven't time now,' and speeds away when gossipers come, or even when a new *Tower* comes. When the car needs washing he says, 'Wait till next week.' (I usually let next week's rain wash off last week's mud—if it wants to—and it does not hurt the service in the slightest.) To the necessary shopping Procrastination says, 'Wait till Saturday night.' If the shopping 'rears' at that, he compromises, 'Wait till the next time I *have to* go down town.' When you have him properly broken in so that he NEVER sees SERVICE, but sees red and goes into a panic of excuses at the broach of every other subject, you can trust him to greatly assist in carrying you over the top in the service."

Planning the Work

In entering a new assignment for the winter, colporteurs tell us, it is well to plan the work ahead of time. Some who have entered their territory and started working their largest towns at once, even though the weather was favorable, have found that they were forced to remain idle when bad weather and muddy roads prevailed, having finished their towns in good weather. It is for this reason that most of the successful colporteurs have followed the general practice as outlined in the following:

"In going into a new county I first secured a room in the largest town in the county, or the one with the best railroad facilities, and made that my headquarters and had my books there. Then I worked other towns from there. I tried to work the small towns and the suburbs of the headquarter's town during the good weather, leaving the business section and the nearby portions of that town for more inclement weather. It did not always work out that way, but that was what I tried to do.

"If one of the small towns was large enough to keep me several days or a week, and while there a bad storm would come, especially a snow-storm, so that I could not work, of course I would go back 'home', and try again another time; but that, of course, necessitated an extra train-fare to work the small town, and I tried to avoid that. In a small town I would push the work as hard as I could, even to the extent of working eight or nine hours in a day, sometimes, because while there I was paying double, i. e., room rent in the 'home' town and hotel bill in the other. Then I would rest a little more when I got 'home', if necessary."

Working Rural Territory

In time past some have considered the working of rural territory as an impossibility during the winter; but many colporteurs in the North are now finding that they are able to do some work in these districts with good results. In fact, one brother writes that he really prefers working rural territory in the winter time. He says:

"I have planned my winter canvassing about the same as in summer. In all seasons of the year and in all kinds of weather I canvass about the same way. I am more ready to take to rurals in winter weather than in summer. In the latter case I shrink at rural canvassing owing to the fact that I can more often stand the cold than extreme heat. So I have often canvassed in the rural during cold weather. Yes, have even canvassed farm roads in snow-storms. It was while located at Greensburg, Indiana, that I canvassed a six-mile farm road while a heavy snow-storm was raging. At that time I had no car and traveled on foot. I started out with the wind cutting deep into my face. An autoist gave me a ride up. I left him at a farm and worked my way back with the wind at my back. Here I will say that it is better to work farmers than cities. The farmers will, in most cases, throw their doors wide open and invite one in to warm up. That gives one a good opportunity to witness. In the case mentioned I canvassed about thirty farms that day and was invited in in all but about three homes. The following day in the city of Greensburg I was asked in only a few times. The day I worked the farms in the snow-storm I sold about fifty books and booklets, while in the city the following day I sold only about half that many."

Another brother who has had considerable experience writes us: "I have found that rural territory is good until about December 23, and some years I have been able to continue canvassing rurals, using a bicycle, until that day; and now that I have an auto it is no trouble to do so at all, and mud roads and deep snows are almost a thing of the past. I have not seen any mud roads in this state. Rurals can be worked in the winter months better than in the summer months, if they have the money to buy the books, as the people have time to listen then." In some rural territory, such as in communities where there is considerable dairy business, the farmers are more likely to have money all the year around. In sections where the crops are marketed in the winter time work can also be done to advantage. Such crops as cotton and tobacco are frequently sold during these winter months.

The same brother continues, "In such territory as coal mining, steel industry and cotton-mill territory, canvassing can be done with good success during January. Much depends upon the factories, whether or not they are running full time. If worked rightly, it is more comfortable to canvass in the winter months than in the hot summer months. The only discomfort may be in getting to one's territory. Once in the territory, one is in the warm rooms most of the day."

Getting into the Houses

In order to canvass in comfort during the winter time it is necessary to be invited into the homes. For the benefit of those who have difficulty in getting such invitations we are giving a few suggestions made by those who have been successful along this line. The brother last quoted gives us the following:

"One should always, if possible, go to the living-room door and, especially if a brother, say, 'Good morning. I am engaged in Christian work. I suppose you folks are interested in the Bible and read it some.' 'Yes, we read it once in a while.' Take off your hat and say, 'May I step in a minute?' Always stand three or four feet from the door. Of course, they do not want the living room to get cold, and the door has been open too long already; so you smilingly bow yourself into the room, and they are glad to have the door shut. So from house to house you are in the warm rooms, and what better could one ask for."

Another stresses the same point, saying, "Always recede from the door, rather than intrude. This causes people to open the door wider and automatically receive you. Smile, and say something cheerful. People have trouble enough." Still another colporteur suggests what should be said in case entrance is refused. He says, "One lady refused an entrance to me. I put the matter in this way: 'I feel a responsibility in this work and would feel guilty if I could not show it to you. I will not coax you to buy, because most agents make it worth the price of their goods to get rid of them.' This got me into the house and I opened my case, when she said, 'My sister bought a set of those books out in the country and she is just crazy about them.' I did not even have to give my canvass."

Not only does one's getting into the houses help him to keep warm, but it oftentimes aids in making the sales, as this colporteur writes:

"Many sales are lost by canvassing at the door, or the party buys a booklet or two only. Canvassing at the door should be discouraged. Why? In the first place, we are ambassadors for Christ, and certain respect is due an ambassador, and there is a certain amount of dignity attached to such an office and we should have respect to our Lord and Head. Then, secondly, when one is at the door, and often the screen is between, the customer is at an advantage, and the colporteur is at a disadvantage and can be dismissed at any point. But, once in the house, he has command of the situation. Then, sometimes other members of the family are in the room, or an old mother or father, and they become interested, and a sale is made that would not have been made at the door. Then, also, it is not possible to display five books to good advantage at the door. In nearly every instance I am well received and welcomed in. Always smile, as though you would say, 'I know you do not know me. I am sure you would not mind three minutes in the interest of the Lord's work.' That lets one in.

Another colporteur writes us in this connection:

"We had rural work all last winter and people were both astonished and grateful. In the country the people almost always invite us in. In the city, on bad days, we just dress according to the territory and strike out for the very poorest class. They never fuss about snow or wet, and we go around to the back door. They are always around their own fire in the kitchen stove. We go up on the steps just as if we were the neighbors and stamp the snow off. They look out to see who has come, and we smile and they smile and then usually we are inside." Another suggestion is made by this sister: "Usual-

ly people receive me friendly on cold days and invite me in. I used to tell them I had good news for them. As many now recognize me, I mention the I.B.S.A. radio. Sometimes I ask them if I may come in to get warm or get a drink. Few refuse."

Protecting the Books

We have received some helpful hints as to various means of protecting the books in bad weather. One sister writes us:

"I cover over my books with newspapers and an oil-cloth cover that I generally take and then I carry a parasol. I find that not many books are ruined." Another suggestion: "I carry my books in a Boston or common bag. I prefer the latter with a cover of some material sewed to one side of it which falls over the books." Another suggestion is made for brothers who are in the work: "My books are carried under my coat in pockets the same as Brother Woodworth uses. The straps that go over the shoulders should be padded with a hand-breadth-wide pad to prevent cutting in and shutting of the circulation. Thus, from a front view it looks as though I had nothing, and as I pull out book after book it is amusing to the customer. So no one sees me go into the house with the books and no one sees me come out with any, and no one knows I left any there unless I tell them. Thus, so far, I've not been stopped by an official."

Still another suggestion is given by this colporteur: "In rainy weather I usually carry a satchel. I find one can protect his books better. It is easier to close, and even snaps closed of itself. In dry weather I usually carry a sample case built along the lines of a small suitcase. Such a case is often unhandy in wet weather, as water or melting snow is likely to leak through at the edges of the cover and spoil the books. In using a satchel I spread a newspaper over the top of the books to protect them. On extremely cold days or on days when there is a steady downpour of rain I usually take to the business districts of large towns."

Business Districts

Business districts are particularly good territory to work during the winter, and more and more colporteurs are entering this part of the field with good success. Note the following:

"I think your new arrangement of giving pioneer colporteurs the business sections of all cities not being worked by classes is a fine one. It opens a comparatively new and, I believe, profitable field for the work. I have been working in the business section of Pocatello while I am here for a short time, and have found it as good as, if not better than, any other territory that I have worked. One day I sold over sixteen dollar combinations in less than five hours, eight of which were in one office. The manager bought the books and approved the work and gave me permission to go through the entire office, assenting to my request that if any one did not have a dollar he would advance them that amount. Every one in the office whom I canvassed bought the books, except one."

At the Detroit convention one of the colporteur meetings was devoted to a consideration of this feature of the work, and for your benefit we are giving you a synopsis of three of the talks that were given at that time.

Selling to Big Business Men

"Since the first of the year it has been my privilege to canvass the big business men of New York. They don't have any trouble about having a dime. Business is a very fruitful field. The best way to enter these buildings is to enter through the door. Go in the usual way, just as if you were Mr. Rockefeller, without any timidity. Without taking any exception, just walk in naturally. Take down the names and numbers of two or three firms. Enter the elevator and say 'Fourteenth', or the number of the top floor. The fellow in charge of the elevator will be very helpful in assisting you to find the firm you are wanting to find. When arriving on the fourteenth floor proceed to the office you have in mind. Upon entering the office it is well to look at the name on the door. The way to obtain an interview is to step quietly up to the one in charge at the information desk. Give your personal card to the manager, but if he should say, 'What is the nature of your business?' say, 'I am from Judge Rutherford; I have important business.' Don't tell him you are a Bible Student or a missionary. Don't tell him you have Judge Rutherford's books to sell. I say, 'Judge Rutherford who broadcasts from the Watchtower is the one whom I am representing,' and give them the card. When invited in say, 'I should like a minute or two of your time.' Big business men like brevity. Continue, 'We understand scriptural prophecy to show that the great turning-point in the world's history is present on earth.' Don't show the books until the psychological moment. Prove that deliverance is at hand. Don't be afraid of the man. He is afraid of you. Offer *Creation, Reconciliation* or one of the other books.

"Jews like to hear about the time when man will live as happy men on earth. Don't be too persistent. Don't waste time. "Take the books; they explain better than I can.' Ask him whether he is interested or not. Ask permission to see others in the office who might be interested. You may call in one or two instances where you will not be permitted to see others of the office, but in the majority of cases you will see others who are interested."

How Business Districts Can Be Worked by Women

"As we can never go about the Lord's business without His help, I always like to start the day with the text, the song, and a prayer for His help that I may honor His name. I am always careful how I look, usually wearing a neat little business dress and trim hat. It takes a woman too long to get a card out of a holder as a brother might do, so I carry my card in my hand and my books in the brief case. I ask for the manager. Usually I am directed to him. Sometimes I am told he is out. Then I ask for the one next in charge. Sometimes I hear, 'Won't some one else do?' Then I say, 'It's quite important that I see the manager. Will you please take my card in?' Most business men feel that they have no time to spare, so I smile and talk quickly, saying that 'I represent Judge Rutherford, of New York. You probably remember hearing him in the world-wide hook-up last July, when he gave the lecture "Freedom for the People". His books are published in more than thirty different languages'. Remember to give a very brief canvass.

"Sometimes it is not easy. They say very often, 'Now just what do you want? I'm not in the market for any books. Are you selling radios or books?' Then I tell them quickly that 'I have Judge Rutherford's Bible helps. They are always sold at cost, $1.98 for the five books. I am telling you this so that you can see it is no money-making scheme, but an effort to show the people what is coming upon the earth. We are getting information to you in the cheapest possible form'. I start my canvass with the *Deliverance*.

"Often I hear, 'I am absolutely not interested, and if you have anything to sell, you are just wasting your time.' I answer, 'My business is to give you the message contained in them.' The importance of a short canvass in the business sections can not be overestimated. Business men are busy and can not spare much time. Make the message businesslike, and they think the books are that way and will want them.

"Some things that appeal to business men: They realize the tightness of money, that many people are out of work. Show that these things are fulfilment of Bible prophecy. Interest them in the books and make the sale. Most business men are interested in the welfare of their children and buy the books for them. Of course they usually read the books before the wife or children see them or before they take them home."

Canvassing Stores and Small Business Centers

"In canvassing the small business man, do just about as you would in canvassing the big business man. Don't look around scared or suspicious. Ask for the manager. He generally shows himself by walking up to you in an important manner. Shake hands with him. Learn his name, and speak plainly. They like to feel that you would like to know them. Be bold and do not feel shaky.

"The personal card is important. Tell him that you will take only a minute or two of his time. Sometimes you have a customer come in while you are there. Let him be waited on. Sometimes the opportunity results in a sale to the customer also. Now a good way to hold the interest of several together is to approach the ones who are more interested and pay more attention to them. Stand up close to them. If one goes out do not try to talk to him any more. Avoid arguments. Some are inclined to argue, but hear only what you want to hear. Never go in unless you know what you are going to say.

"Some men do not read the Bible and often do not like to acknowledge this fact. Make excuses for them. Appeal to them by suggesting that the books will be helpful to the wife and children. The books are nearly always read before they reach home. Do not give up if you do not make a sale at the first ten calls. Stick to your territory. Some colporteurs have a tendency to discourage others. Do not discourage others by saying that a territory is hard or that the people there will not hear him. Get up early in the morning and work it. The fact that others have been kept out should not keep you from working it.

"Always put your trust in the Lord. Do not trust yourself. Work for the Lord. He will never leave you nor forsake you.

"Do not let the 'no money' excuse discourage you. Keep on going. Lots of people have 'no money'. Some borrow money to get the books. Make them feel that they *need* the books."

Winter Work in the South

Many of the colporteurs go south for the winter and work there. Other problems must there be considered. The first is, "Shall I work enroute to my new territory?" A brother who has been in the colporteur work for many years advises against this practice. This is what he says:

"One of the best snares that I know of, and into which many fall in trying to save time for the service, is 'canvassing their way' on a long trip between territories. My experience leads me to strongly advise that when one canvasses he should *do the territory thoroughly.* Then when you are ready to go somewhere else, *bend all your energy to getting to that new territory and to work in it,* confining all efforts at witnessing meantime to the gas man, the rooming-house lady where you stop overnight, and the man of whom you have to inquire your way. Among the big reasons for this advice are these: (1) It saves time. (2) It avoids mixing up the territory for some one else. (3) You seldom have all the necessary books with you on a long trip. (4) While you work, all the rest of the party wait and waste time; you are more or less flurried and can not do good work; you have no opportunity to get the proper swing and adjustment to the particular community in which you are as you dab here and there. (5) The *very poorest territory* is located on the main highways.

Do not go joy-riding about here and there enroute to see somebody or something; pick out a bee-line route and make tracks!!! It is cheaper in money for two or more persons to migrate by auto. It is far cheaper in time and physical energy (the two golden treasures of Jehovah's witness) to travel by de luxe train. We have traveled a great deal both ways. The ideal plan is to have a car at both ends of the line, and travel back and forth by Pullman. We follow this plan as much as we can. A colporteur, like every one else, should accept the old advice, 'PAY AS YOU GO; AND IF YOU CAN'T PAY, DON'T GO.' Don't be ashamed to ride in an old and rattly Ford that is paid for; but be both ashamed and afraid to ride in a limousine on the installment plan. Remember the divine instruction, 'Owe no man anything but to love one another,' and be happy with us!! And don't beg your way from the friends by innuendo or otherwise."

Planning the Work

As in the North, so in the South, it is advisable to save working the large towns for days when the weather is bad. On this point the same brother states:

"We have worked Alabama, Mississippi and Louisiana, as well as Florida, successfully in the winter. We find it most advantageous to have a town or two reserved, such as a county seat of 3,000 to 10,000 population for working in the worst weather and when roads are bad, namely, in January, February and March. Much rural work can, of course, be done in these months; but there are bad spells when it is good to have towns to work. The weather is never too bad for 'raincoat saints' to work towns in the Gulf States."

In some sections of the South rurals can be worked to good advantage at any time; but in other sections, due to the rainy season, during the months of January, February and March in particular, the roads are practically impassable. Therefore, as the following extract suggests, it is well to survey the territory in order to ascertain just what is the best time for working such districts.

"Roads are factors of vital importance in rurals; that goes without saying. Maps—land maps—may be had from Washington, D. C. These in a general way show bad clays, but territory by counties does not always follow land contour exactly, and sometimes portions of counties must be left; or perhaps weather will allow working light-soil areas in days succeeding rains, and clay after a week of dry weather, or even less than a week, depending on the amount of rain. A knowledge of land is a mere matter of observation and inquiry in advance from the right people—drummers, for instance."

All the colporteurs recommend that the colored people be not overlooked. On this point the brother last quoted has a few very valuable suggestions.

"If I find colored people in my work, I canvass them as they come. I usually inquire of them on the subject of employment. They are not the best territory, by any means, and some colporteurs who sell well skip the colored people as a rule. Inquiry as to employment will reveal that the colored people have employment somewhere the whole year round. All states have seasons of unemployment, and counties are still more affected. For instance, as a state, North Carolina is good in cotton-picking time (in the fall). There are counties good

in April and May (berries), June and July (cabbage and Irish potatoes), August (peaches), September, October and November (cotton and tobacco). The latter crop is marketed until March of the following year. Some southern states have patches of diversified farming, cash coming from dairy products, such being good any time of the year and always best off financially as to freedom from various common forms of public and private debt."

Another brother, who has worked the year around in the South for many years now, writes us that there has been a great deal of improvement in the roads for the past few years. He says, "We have a few spells each winter that nearly knock us out for a few days at the time, but some winters we have hardly any such spells. In the worst of these we try to be in the towns, where we can have a room. We find that January and February are usually the worst months." Another writes, "Constant road improvements are going on in the South. This will greatly facilitate not only colporteur migration but also rural work itself. However, the best territory I have ever found, either in the North or in the South, has been on the isolated back roads, 'far from the madding crowd.' Again I say, '—mud-chains, raincoats, big shoes, well waterproofed,' and go to it!! But don't get the idea that it is all mud in the South. Proverbially it is 'the sunny South', and while in midwinter there is some mud, yet long after the North is frozen solid the weather and roads are good in the South, and at worst they are 'way ahead of the winter roads in the North. They get good again in the spring while it is still awful in the North."

Maps

In order to work a county thoroughly, rural maps should be obtained. A brother suggests the following: "I observed at the convention that the majority of the pioneer colporteurs are working their territory without maps. Some of them ask the question, 'How do you manage to canvass the cross roads?' With the aid of a map this work can be planned the night before, thereby carrying on a systematic witness in the district." As stated in the January 1 *Bulletin,* rural route maps of many counties in various states can be obtained from the Disbursing Clerk, Post Office Department, Washington, D. C. If they are not obtainable for the county in which you are working, we would suggest that you write the Superintendent of Documents, Government Printing Office, Washington, D. C., from whom you may be able to obtain for fifteen cents a copy of the soil survey report of your county. These maps, we understand, are landmarked with the names of schools, churches, etc. The Bureau of Public Roads of the U. S. Department of Agriculture has recently announced that it has now completed a series of uniform scale maps showing the status of improvements of the roads in the various states, with the exception of California and Texas. These maps indicate the type of improvement of all the roads, and whether the work was done with or without the assistance of the federal government. In other places maps can be obtained from the local chambers of commerce, stationery stores, etc.

Trading, etc.

Many of the colporteurs have been able to keep going in the work by trading books for produce. Some of the old-timers are in favor of this, whereas others resort to it only in case of necessity. We are going to give you their opinions on the matter and let you come to your own conclusion.

"Trading books for produce is a resort for those working territory out of season, when cash is not circulating. All territory contains some who persist in one-crop farming, and these can not possibly be traded with successfully except in the fall. A colporteur should be able to see the situation of his prospect by looking at his field and noticing what he is working at. He can then be prepared with suggestions as to what produce would buy the books. Of course, markets must be arranged for in advance.

"I find that A&P and similar stores buy eggs, peanuts, sweet potatoes and things in their line, even chickens, at market price. Gin-mills take cotton. Grist-mills take any grain.

"As a specialty, trading is not sound for a colporteur, as it takes time and involves risk. Some can not move nor leave their territory and can keep working by trading. Preferably the territory should be left and revisited at a time more suitable to the farmer, and more sales will result. Watch the other fellow. He follows the cash like water going down hill. No agents canvass out of season except on promise of later delivery, say, in the fall."

Another one writes, "The advisability of trading for produce, except meals and other personal needs, I would say depends upon a number of factors. If you can trade for cash, by all means do so, as it makes a great saving in time. If the people have no money and do have chick-

ens, eggs and syrup, and if you can find markets and are informed as to these and the prices you can get, there is many a book to be placed in that way. Spring chickens are particularly easy to market, easy to catch, easy to carry without over-crowding. Eggs are still more ideal, if you have a good egg crate of some kind in which to carry them. Syrup in bright tin buckets also is O. K., if you have a market and if you pack it in the car *so that it does not spill.* I speak with the wisdom of experience on this latter matter. If you spill some in your car of things once, you will learn what 'omnipresent stickiness' means.

"In trading for produce remember that people have a very high opinion of the value of their things, and you will have to learn to be crafty, or you will come out in the hole financially, besides the loss of time and extra car mileage. The best thing I ever learned in this matter was to include in the price of the combination in hand the price of *The Golden Age,* habitually, constantly and every time. If a trade for produce seems to be just around the corner, I never mention the *G. A.* till after the trade is consummated. If they have given me a good square deal, and I think I can come out on it, I then mention *The Golden Age,* and tell them I *may* be able to send it also. One ought to keep enough profit on the transaction to help defray the additional expense of time and mileage. If they have given you a skin deal, you just forget the *G. A.* and go on, and come out whole, and no one is cheated or the wiser. They think they drove a good bargain—and they DID."

Still another brother who has had remarkable success in trading books for chickens, tells us, "The first thing is to have crates to hold ten to thirty chickens. Next, be ready to start to work at 6:30, or not later than 7:00 o'clock. After canvassing the first house I get a line on the next four or five places, inquiring as to nationality and denomination and whether they believe in anything or not. This saves me fifty percent of my time at the houses.

"On driving into the yard I take notice of the number and kind of chickens they have, as I never ask money in pay if they have chickens. Then I try to see the women folks first, if the men are not there or getting ready to leave. I then approach them with the intention of proving from the book that I have life for them. I try to give them proof that they can know the truth if they will investigate what I have.

"If they will not take the ten books, I drop to what I think they will buy, making the price three, two or one chicken. If they do not have chickens (one out of ten will not give chickens), I ask them if they will pay the expenses in cash."

"I bring my chickens in and take them to a poultry house. I have been asked whether I had a license for buying chickens. I said, 'No, I have no license for buying chickens.' They said, 'This state requires a license.' I said, 'Really, we are not buying chickens, but we put Bible helps into the homes, and finding that the farmers do not have the money, we accommodate them by taking chickens for Bible helps. We make no profit on them and we bring them to you people to sell.' They say, 'You needn't have any license if that is the case.' That seems to overcome any difficulty with regard to having a license."

This colporteur, however, prefers the cash basis.

"We trade only for things we need or that we can use on the trip. We used to take chickens, syrup, eggs, and almost anything, but we found we lost more on the time of disposing of them than we made and that if you go out to trade you will trade. We have done better since we forgot about the trading business, and have saved ourselves lots of effort, using it to better advantage. However, there are some sections where one can do well by taking chickens and eggs."

Getting the Southerner's Point of View

Some of the Northern colporteurs who have gone south for the winter have not succeeded because of their not understanding the Southerner's point of view. Two brethren give some helpful suggestions along this line which are worthy of consideration:

"I have never found any special disadvantage in the fact that many in the South have said, in words or otherwise, 'Thy speech betrayeth thee.' However, let me give this word of warning to every prospective migrator: Forget the words and ideas 'North, South, Yankee, Mason & Dixon's Line'. *Never* mention or discuss or even allude to the prejudice between North and South. If asked where you are from it is best to say, 'From the West,' or 'From the East', or 'From Chicago', but never 'From the North'. And they will ask you this question at nearly every house. Get rid of the subject instanter and without discussion. *And above all things, don't criticize* anything by way of comparing the people, the conditions or the ideals of the South with those of the North. *Here is a*

sore spot which must be absolutely avoided. You see, the South *is* a fine place. Don't try to imitate the Southern brogue, nor ever call it that either. Call yours a brogue, but never theirs. However, one can safely pick up and use their idioms.

"Let the Northern colporteur who invades the South for the first time fully realize that he is an ignoramus absolutely as to Southern etiquette toward the colored people. Let him further realize that he has no commission from God to try to change that etiquette, nor even to criticize it. Be all eyes and ears, and learn a lot, and learn it as quickly as possible. Adopt the Southern etiquette absolutely toward the colored people, if you want their respect. To gain the confidence of the colored people is a deep study. To openly discuss or criticize the Southern etiquette toward them *is of all things not the way to gain them.* Tell them of the Kingdom!!! Tell them, 'The oppressors shall be broken in pieces,' and look wise, and perhaps add, 'God is not ignorant of what is going on, etc.' But don't say too much. They are very sharp and will see that you are really their friend, if you TALK THE KINGDOM, and tell them what God is going to do for the *common people*—never say 'what God is going to do for the *colored people*'. Study their faces! Behind those fixed, stoical and expressionless features is a lot of the most keen appreciation, thought and ability to see you and your motive through and through. There is also the ability to frame and pull over in the most plausible way a myriad of petty and crafty lies. By your honest to goodness witness to them of the Kingdom and of the fact that you are not after their money but that you really love the *common people* (never the *colored people*) and have a real desire to do them good, you must learn to penetrate beyond their veneer of craftiness and get to their real heart. This done, the money which they said they did not have will come as easily as anything you ever saw, and without the slightest embarrassment.

"If you are going to mention color, bring it in so as to say 'white and black alike' or 'white and colored, old and young, great and small —they will all have to get in line with the Lord's kingdom, etc.,' showing that God is no respecter of persons.

"Southern people are not averse to giving audience to Bible matters, and I have found the majority respectful and courteous in every way. They are just as astute as Northerners and, if anything, possess minds better fitted to see the Truth, because unhurried and not deceived by the 'show' or 'splurge' of the city worker, whose luxury he considers as being of no real advantage. They live plainly and exist by hard manual work. Such people as have money buy books in proportion to their standard of living, and the dollar combination is my usual proposition."

Some have hesitated to canvass the colored people because of not fully understanding them. However, they should not be overlooked; for, although they are likely to be found with little money, they are usually ready to listen to the message. The colporteur can sometimes get them to take the book for doing some washing, as suggested by the following colporteur:

"The Southerners, like the Northerners, especially the colored people, will always buy if we find them with money or the equivalent. If the colored family is neat and clean and they lack the funds, we have them do washing and ironing to pay for the books. When we were selling the three-dollar set we had them do three washings and ironings for the set. The washing consisted of our personal effects only, and not bed or table linen. There were two of us. Our washing and ironing is always done as payment for books, whether North or South. Sometimes a person wishes to do it just for the one time, to get two or three books (according to the size of the wash), while others, wishing all the books they can get and subscription to *The Golden Age* and *The Watch Tower* as well, want to do it as many times as would be required to pay for all."

Still another suggestion: "Yes, by all means canvass every colored person you can find!! Let no sister fear to go alone to the colored quarters and canvass everywhere. Sister —— has yet to run across the first flip negro in the South, even when drunk. She can not say this concerning some Northern white men. On this one point don't listen to the contrary opinion of any one, for it is purely bosh and from the Devil, to discourage the sisters from the service.

"As to whether the colored people can buy books during the winter time, would say that they are kept in poverty as far as possible, the same as the common white people. . . . My banner week of sales for the nine years prior to 1928 was in the month of April, when there was absolutely no produce to be sold except last year's cotton. The territory was perhaps ninety-five percent or more colored. It is often the case that a colored man can get work and cash money for pay when a white man can not. Then,

too, a colored woman can do washing and get money when the white woman is stranded."

Working Rurals in Parties

Some colporteurs who are traveling in parties of three, four and five, sometimes in one or two cars, have asked us as to the most effective ways of working rural sections. We have asked for some suggestions along this line and give you herewith two that seem to be most efficient.

"We use two cars, in which we can accommodate six workers. We will designate them A, B, C, D, E and F. Worker A is the driver of Car No. 1 and makes the first call on the territory. Worker F is the driver of Car No. 2 and carries workers B, C, D and E, and proceeds to drop them off as they come to the different places and worker F then makes the next call himself. By this time worker A is through with his call and comes along and picks them up and repeats the process of worker F.

"How does A know where F has placed the workers and where F has turned a corner? Buy one yard of red cloth and cut this in small pieces, large enough to use as signal flags. Supply each worker with one and each driver with two or three. Let each worker place this flag at the gate of the house he is canvassing. The driver immediately recognizes if a call is being made or not. Now if A turns a corner to the right, he places a flag at the right hand side of the road he turns on, and F comes along and picks up these flags and follows.

"All that is necessary is that the workers cooperate in making their calls of equal length, and no time is wasted. Drivers also can work, and a great deal of territory is covered in a short time."

"It was a bit more difficult to devise a scheme with just one car than it was with two. We are three workers and will designate them A, B and C. Our calls will be numbered 1, 2 and 3. C will be the driver of the car. A is left to make call No. 1 and B is left to make call No. 2, while C proceeds to call on No. 3. A completes his call first and starts to walk to call No. 2 made by B. By the time A gets there C (the driver) should have his call completed and be there with the car to go on and repeat the process.

"This arrangement will, of course, necessitate a little walking on the part of one or two of the workers (A and B can alternate in making the first call), but when accustomed to that it furnishes a bit of good exercise and keeps an extra worker in the field. It is also necessary in this method to have cooperation on the part of all workers in making a limit to the length of their calls and keeping them of equal length."

Canvass for the Five Books

We have received a number of requests for some suggestions for a canvass for the five-book combination. One of the regional service directors has been having considerable success in helping the workers to make sales of this combination. Therefore we have asked him to tell us how it is done. In response he has written out the following canvass, and it is being used with remarkable success by many of the colporteurs and class workers. We therefore give the canvass here in full.

"Good morning. May I ask if the gentleman of the house is in? (or husband, if lady comes to the door) Well, we should like to see both husband and wife, but often find the men out. However, you may mention to him my visit and I will try to see him later. Now you have perhaps not heard of the world-wide movement calling for volunteers to set up a world-wide investigation to determine, if possible, the cause of the indifference toward Bible reading in the homes. It seems that for two years or more this has been almost forgotten. We have called upon more than nine million homes already this year, and the vast majority express themselves as having become discouraged. Inquiring as to the cause, they tell us in the large cities that the gospel is rarely if ever preached there any more, and in the smaller places they inform us that they hear less gospel preached every year. However, even more discouraging are the many CONFLICTING, PUZZLING PROBLEMS IN THEIR BIBLES, the many questions that arise in neighborhood and community that have never been explained to the people. Often very vital questions arise in the homes and no attempt is made to explain them. Surely that is discouraging indeed.

"Now notice I have jotted down a few questions here to which you have never had satisfactory answers. (Read questions.) Now these are just a few, but suppose you had hundreds of questions of this kind which you could answer in a moment's time, would it not remove in a great measure the mystery from the Bible? Now here is the agreement on the part of the volunteers. We call upon so many homes each week and show the people how their questions may be answered, and how the new method is arranged, as well as how to use it. There is no profit in the work, nor is any one urged to

buy. But we want ~~the volunteer~~s and others to create the demand for this method by informing people about it. I have with me a sample and wish to have you see it in a moment or so. (Here reach for *Deliverance* and work your way in if there seems to be no objection.) Here is a great surprise to all. Notice the globe of the earth with a band around it. A flash of lightning has broken the band. What is the meaning of the picture? It represents the world of mankind held in restraint by a band of error, doubt and fear, and the advance Bible light has broken the band and is delivering the people. The prophet says that in the last days knowledge shall be greatly increased, and we are in that time now. Knowledge is increasing every year. Going through this, in a few days you reach these questions, thirty pages of them, giving page and paragraph answering each question. It requires 700 scriptures to answer them. These are given in the proper order. Notice that chapter and verse are given at the left, and the page treating the subject is indicated at the right. Surely here is THE MOST WONDERFUL, THE MOST PRACTICAL THING EVER GIVEN TO THE PEOPLE.

"Now here is *Creation,* coming out later and taking up the creation of the earth and all things therein. Then the creation of man, his being placed on trial and his transgression of God's law. He was expelled from the garden and has been undergoing his penalty for all these years, finally to be redeemed by the Lord Jesus. (Here show Jesus' picture.) The thought is to aid the mind through the eye. The publishers went to foreign lands and bought the finest scenes procurable to drive home great truths. Notice here (page 205) we have the sacrifice of Isaac by Abraham. It is impressive. But what is the greater picture back of it all? It represents *God giving His Son for the Life of the world.* It tells a great truth. Next is the manger scene—the birth of Jesus. When he grew to manhood he started his life work by performing the first miracle. The next one is a greater one indeed. It is the resurrection of Jairus' daughter. (Show all pictures up to the War Widow.) Now here is a very sad picture—a war widow. There are millions of them throughout the earth. Through Adam's transgression and Satan's long rule of sin the earth has been filled with orphans and widows; surely it has been a dark night for suffering humanity. Suffering, sickness, death, war, etc., have been their experience. But soon all this will be supplanted by the righteous reign of Jesus for the blessing of all the families of the earth. (Quote Isaiah 2:4, if you wish.) Now here is David, a prominent Bible character, playing a ten-string harp. We now see why the harp had ten strings. It represented the ten great fundamental *truths* of the Bible. To leave out any of the strings would make discord, as you know. I think you will acknowledge, when I show you the strings, that there has been much discord preached from the pulpits all over because of not using the strings on God's Harp. (Read over the strings and comment on a few.)

"Now, in putting this out the publishers have said, 'The people *must learn the fundamentals!*' Hence they have numbered all the paragraphs, and at the end of each chapter you have a question on each paragraph, in this way: (Turn to page 31, read eight questions concluding slowly on the question) 'By obeying God's law, how long could Adam and Eve have lived in Eden?' Then ask them, 'If they had never sinned, would they ever have died? And if they had never died, how would they have got to heaven?' Never answered. Now there are over 1800 of similar questions that have never been answered. Here is the greatest surprise the reading world has ever had. It is the most simple arrangement ever given to the people. A child ten years old can in a little while become perfectly familiar with the fundamentals, to everybody's surprise. There is nothing like it. Now the publishers completed the series of five volumes a little while ago. Here is something unusual. Here you have a man on his knees in his nudeness. What does he need? Reconciliation. Here you have Government, Christ's perfect Government. Here there is no more sickness, no suffering, no death. No more wars, no more war widows, and, thank God, no more devils. All these things have been removed, and the man formerly on his knees is standing upright. Now he sees the light. He sees the hope of a better home and a better Government. All this is man entitled to.

"Now I wish to say that this is by no denomination. It advocates no theory. The books are supplied without profit to any one. It is not a thing to me whether you buy or not, but I am anxious that every home have it, for I know the great blessing it will bring to any home. However, you must decide the matter for yourself. Never has so much been given for $1.98.

"And now I am glad that you know what the work is. Talk to your husband about it. We will call back from time to time and you can take it any time you should wish to have it.

(Here have your goods packed up, and then, as an afterthought, say) By the way, should you like to start in the set you can have the fundamentals to start on, and you are out only thirty-five cents. You can take them one at a time, and when you get them all paid for you are out only $1.98. (Never press them, but talk salesmanship till they have the desire to have the books.) (Be kind to the people. Some one will call again later.)"

And now be assured, dear colporteur brethren, that we here at Brooklyn are 100% with you. Brother Rutherford has repeatedly reminded us to give you our very best attention, and that we always try to do. Please feel free to write us at any time you have any suggestions or criticisms, good or bad. We appreciate them and are always glad to pass to the other colporteurs anything you may suggest that will be of encouragement and assistance.

With heartiest greetings and much Christian love,

Watch Tower B. & T. Society.